

# Digital Marketing Masterclass

## Business Asset Checklist

Use this checklist to evaluate whether your business has the essential digital marketing assets needed to market professionally, attract customers, and grow consistently online.

### 1. Branding Assets

- ■ Professional logo
- ■ Brand colors
- ■ Brand fonts
- ■ Tagline or slogan
- ■ Brand guidelines
- ■ Professional business name

### 2. Website Essentials

- ■ Mobile responsive website
- ■ About page
- ■ Services or products page
- ■ Contact page
- ■ WhatsApp integration
- ■ Lead capture/contact forms
- ■ SEO optimization

### 3. Google Presence

- ■ Google Business Profile
- ■ Business listed on Google Maps
- ■ Business reviews
- ■ Updated contact information

### 4. Content Assets

- ■ Professional business photos
- ■ Product/service images
- ■ Brand videos
- ■ Client testimonials
- ■ Portfolio or case studies

### 5. Social Media Setup

- ■ Facebook page
- ■ Instagram account

- ■ TikTok account
- ■ LinkedIn profile
- ■ YouTube channel
- ■ Consistent branding across platforms

## **6. Content Strategy**

- ■ Content calendar
- ■ Educational content plan
- ■ Promotional content
- ■ Trust-building content
- ■ Clear call-to-actions

## **7. WhatsApp Business**

- ■ WhatsApp Business profile
- ■ Catalogue setup
- ■ Auto replies
- ■ Quick replies
- ■ Professional display image

## **8. Email Marketing**

- ■ Email list
- ■ Newsletter template
- ■ Automated responses
- ■ Lead magnet or signup incentive

## **9. Trust & Credibility Assets**

- ■ Google reviews
- ■ Client testimonials
- ■ Portfolio
- ■ Certifications
- ■ Media mentions

## **10. Advertising Assets**

- ■ Ad creatives
- ■ Landing pages
- ■ Offer strategy
- ■ Meta Pixel setup
- ■ Tracking tools

## **11. Analytics & Tracking**

- ■ Google Analytics
- ■ Google Search Console
- ■ Social media insights
- ■ Conversion tracking

## 12. SEO Essentials

- ■ SEO optimized website
- ■ Keyword strategy
- ■ Blog content
- ■ Meta descriptions
- ■ Internal linking strategy

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**Final Reminder:** Digital marketing is not just about posting on social media. It is about building a complete digital ecosystem that helps your business attract, convert, and retain customers.