CIDEWALK

2016

Marketing Checklist

January

- [ ] Campaign Ideas – New Year's Resolutions
- [ ] Complete a comprehensive 2015 analysis – sales, website traffic, repeat customers, new customers . . . everything
- [ ] Create a social media & blog content calendar.

February

- [ ] Campaign Ideas – Valentine's Day, President's Day, Mardi Gras
- [ ] Optimize your website for mobile. Analyze your website workflow.
- [ ] Develop 3 new email workflows with at least 3 emails each – Ex: new customers, empty carts, win-backs

March

- [ ] Campaign Ideas – Saint Patrick's Day, March Madness
- [ ] Develop 1 new mutually beneficial partnership where you can promote each other
- [ ] Create at least 1 new video. Promote it across all your channels.

April

- [ ] Campaign Ideas – Easter, Earth Day
- [ ] Create a how-to guide that will help customers use your product in a new way that hasn't crossed their mind.
- [ ] Find 1 new free medium where you can promote your content – Ex: Youtube, Instagram, Slideshare, Issu, etc.

May

- [ ] Campaign Ideas – Mother's Day, Memorial Day, Cinco de Mayo
- [ ] Invest a small amount into a new paid form of advertising.
- [ ] Conduct a market research survey to identify new customer needs. Focus on product quality, service, or new products.

June

- [ ] Campaign Ideas – Father's Day, Summer Solstice / Longest Day of the Year
- [ ] Create a how-to guide that will help customers use your product in a new way that hasn't crossed their mind.
- [ ] Evaluate your social media strategy. Go through and optimize all your platforms.

July

- [ ] Campaign Ideas – 4th of July, Christmas in July, Dog Days of Summer
- [ ] Complete a mid-year assessment. Take a look at competitors as well as yourself.
- [ ] Improve your graphic design skills. Read up on different techniques and how to create better images.

August

- [ ] Campaign Ideas – End of Summer, Return of Football
- [ ] Create downloadable content. Make users submit an email to download it off your website. Ex: E-Book or presentation.
- [ ] Review any directory listings you may be on for accuracy. Find 5 new ones where you can add yourself.

September

- [ ] Campaign Ideas – Labor Day, Back to School
- [ ] Be featured on a guest blog. Invite to promote someone's content on one of your platforms.
- [ ] Find a new tool to aide your social media efforts. Ex: Meerkat, ThunderPenny, Piktochart

October

- [ ] Campaign Ideas – Halloween, Columbus Day
- [ ] Identify 1 new prospect group to target. Run ads specifically targeted to that group. Analyze if this is a profitable new market.
- [ ] Review your keywords and search engine rankings.

November

- [ ] Campaign Ideas – Thanksgiving, Black Friday, Small Business Saturday
- [ ] Ramp up your email collection. Use a widget like Privy.
- [ ] Find a unique way to cut through the marketing clutter. Create a unique ad or find a different medium to get your message out.

December

- [ ] Campaign Ideas – Christmas, Hanukah, Winter Wonderland
- [ ] Create a prospect specific offer. Limit the product offerings to keep things simple.
- [ ] Reward your loyal customers. Discounts are great, but even a hand-written card can go a long way.

Cidewalk's parent company, Chitika Inc. has handled advertising inventory on behalf of Fortune 500 companies since 2004. Chitika understands how local, mobile targeting can be a tremendous asset for effectively reaching today's consumers. Cidewalk connects small businesses to local customers using strategically placed mobile ads on some of the world's most popular mobile apps.

By Using Cidewalk, You Get

- Large-Scale Exposure - Each advertisement you place will receive hundreds to thousands of views daily.
- Local Targeting - Choose your hometown in order to reach only those in close proximity to your business
- Advanced Marketing - Mobile marketing is more modern, more unique, and provides more benefits than traditional forms of advertising.
- Cost-Effective Ads - We are purposely priced to fit into the budget of any typical small business.

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