

MASTER MARKETING LIST

www.TheCreativeRetailer.com

WHAT IS YOUR CONSISTENT MARKETING MESSAGE/THEME? WHAT WORDS DO YOU USE
CONSISTENTLY TO DESCRIBE THE CUSTOMER EXPEREINCE?

DIGITAL MARKETING CHANNELS ☐ website	CONTENT FOR MARKETING ☐ photos ☐ videos ☐ instruction ☐ product updates ☐	DETAILS> On the two columns to the left, highlight in one color what YOU handle			
□ online store □ other online sales (gc's) □ online booking □ online reviews (Google, Yelp, your own feedback from emails, surveys) □ Google listing (including location on map)	STAFF TRAINING AND DEVELOPMENT The most important points staff discusses when introducing the studio to a new customer (be succinct; no more than a few sentences)	> Now highlight in another color what YOUR STAFF handles> What are your thoughts about this? > What marketing work can be delegated to specific staff? > What marketing work can be done by a			
□ blog □ growing email list □ sending emails □ texting □ Instagram □ Facebook	☐ onboarding: how you market the business and expectations for how they market the business ☐ staff meeting reminders and updates				
☐ YouTube ☐ Twitter ☐ TikTok ☐ LinkedIn	pertinent to just marketing the business	hired outside person (virtual assistant, freelancer, college intern) NEVER STOP PROMOTING THESE			
PRINTED MARKETING	RECURRING STUDIO SPECIALS, OFFERS, PROMOTIONS	□ walk-ins welcome□ events and classes□ parties (kids, adults)□ group events (team building, ladies night)			
☐ fliers calendar store signage and posters window signage merchandising (bags, stickers)	COMMUNITY: HOW DO YOU MARKET TO THEM AND FREQUENCY Public schools, private schools, PTA's, homeschool groups, daycares	 □ new inventory □ new samples □ the upcoming holiday(s) and gift ideas □ testimonials and reviews □ your contributions to the community 			
☐ gift cards / donation gc's ☐ come-back coupons, bag tags ☐ merchandise: t-shirts, stickers, bags	DONATIONS, IN-KIND GIFTS, VOLUNTEERING	☐ the benefits of art and creativity: family time traditions, art education (camp/classes for kids personalized gifts, alone time, mental health, the joy of experiences, learning new things			

Working smarter all month	SUN	MON	TUES	WED	THURS	FRI	SAT
DIGITAL website YouTube mail Twitter texting TikTok Instagram LinkedIn Facebook blog	3011	MON	1013	***		TIXI	<i>5</i> /(1
□ online private/public groups (you run) □ online private/public groups (you're a part of) □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □							
IN-STUDIO MARKETING ☐ Signage in key locations: POS, displays, bathroom, windows ☐ staff weekly talking points							
COMMUNITY MARKETING ☐ merchants association/collab with neighbors ☐ promote and/or check-in at an event business ☐ promote your community support							
CUSTOMER FEEDBACK MARKETING ☐ testimonials: website, emails, social media, in-studio signage							
Last month: what marketing worked well?							
This month: branding that needs updating?							
This month: what do we promote heavily?					What I need to DELEGATE ———————————————————————————————————		
Next month: biggies to plan and promote?							
MARKETING PLANNER write it down, get it done www.TheCreativeRetailer.com							