

BOOST MARKETING CLARITY CHECKLIST


BEFORE YOU BUILD—GET CLEAR.

Marketing isn't about doing *everything*. It's about doing the *right things in the right order*. This checklist is your first step toward strategy that actually works. Power your potential by starting where it matters most.

SECTION 1: FOUNDATION CHECK

DO YOU HAVE CLARITY ON...


- ☐ Who your ideal client is and what problem you solve
- ☐ What makes your business different (your "it factor")
- ☐ Your current offers and pricing strategy
- ☐ Your biggest growth bottleneck right now
- ☐ What's working and not working in your current marketing

 *This section is all about alignment. If you're unclear on the basics, no campaign or platform will fix it.*

SECTION 2: ONLINE PRESENCE

ARE YOUR KEY DIGITAL ASSETS DOING THEIR JOB?

- ☐ You have a mobile-friendly website (or landing page)
- ☐ Your site clearly explains what you do and who you help
- ☐ There's a clear, visible call to action (like "Book Now" or "Get a Quote")
- ☐ You've claimed and optimized your Google Business Profile
- ☐ You're active (even minimally) on at least one social media platform

 *Your online presence should make people feel like they already know you.*

SECTION 3: LEAD CAPTURE & FOLLOW-UP

CAN YOU CONFIDENTLY SAY YES TO THESE?

- ☐ You have a system for collecting leads (forms, DMs, landing pages, etc.)
- ☐ You follow up within 24–48 hours (automated or manual)
- ☐ You're tracking leads in a CRM or organized system
- ☐ You know your close rate or lead-to-client conversion rate
- ☐ You've set up at least one automation or reminder for follow-up

💡 *Most businesses lose money here without realizing it. Fix this before spending more on lead gen.*

✅ **SECTION 4: ADS & GROWTH STRATEGY**

IF YOU'RE ALREADY RUNNING ADS OR PLANNING TO...

- ☐ You know exactly what the ad is promoting and why
- ☐ Your offer is clear, valuable, and time-sensitive
- ☐ The landing page matches the ad message
- ☐ You've tested or used retargeting (even on a small scale)
- ☐ You track results weekly—not just “wait and see”

💡 *Running ads before you're ready is like pouring water into a leaky bucket. Know your flow first.*

✅ **SECTION 5: WHAT COMES NEXT?**

AFTER REVIEWING, WHERE DO YOU FEEL STUCK?

Write down the 1–2 areas you feel least confident in or know need work.

Then ask:

- Is this something I can fix myself?
- Do I need a better strategy or a smarter system?

📌 *If you're ready to stop guessing, this is where Boost Marketing comes in.*

🔗 **BOOK A FREE STRATEGY CALL**

Let's talk about what's working, what's broken, and what's next.

No fluff. No pressure. Just clarity.