

# BRANDING CHECKLIST!

## BUILDING YOUR COMPANY'S FOUNDATION.

Check off the brand components you have already created for your business. See what other brand components and marketing materials could enhance your company.

### BUSINESS ESSENTIALS

- Logo Design
- Developing a Brand Voice
- Business Cards
- Letterheads
- Envelopes
- Presentation Folders
- Email Signatures
- Signage
- Brochures
- Catalogs/Booklets
- Postcards
- Large Banners
- Posters
- Gift Cards
- Stickers

### SOCIAL MEDIA

- Strategy Development
- Account Setup
- Community Management
- Custom Facebook Fan Pages
- Designs for Twitter, YouTube & Tumblr
- Paid Social Advertising

### EVENT ESSENTIALS

- Step & Repeat
- Outdoor Display
- Pull-Up Display
- Table Throw
- Catalogs
- Brochures
- Postcards
- T-shirts
- Name Badges
- Web Ads
- Promo Items

### ONLINE

- Website Design
- Mobile Website
- Responsive Website
- Landing Page
- Web Management
- Web Development
- E-Commerce
- Mobile App
- Web Banners
- Blog (Wordpress)

### MARKETING

- Direct Mailing Management
- USPS Every Door Direct Mail Specialist
- Print Advertisement
- Email Newsletter/Blast
- Online Local Directory Setup
- Search Engine Optimization
- Paid Search/Pay Per Click

### NOTES:

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