

Marketing Activities Checklist

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Daily	Completed
Respond to social media: Use a social media monitoring tool (we use Act-On's Prospecting tool) to place alerts for our brand, our competitor's brands and keywords about offerings. It's simple, help people find the information they are looking for and some of them will turn into sales leads.	
Respond to brand advocates: When a client talks about our brand, we respond. It makes them feel good, us feel good and builds trust with potential clients.	
Follow your customers and promote their success using social media.	
Don't use automated tweets: It's faux, be authentic.	
Post upwards of six tweets a day, two Facebook and three LinkedIn responses, shares or updates.	

Weekly	Completed
Post at leads on blog, case study or white paper per week, but if there is nothing to write about, we don't write a substandard idea just to meet a target.	
Create summary reports on lead generation from marketing blogs, case studies, white papers and social media: The marketing team will need Marketing Automation software to do this.	

Monthly	Completed
Detailed reports on lead generation from marketing blogs, case studies, white papers and social media: The marketing team will need Marketing Automation software to do this.	
Attend networking events – not everything happens online: Aim to speak at one event every three months as a minimum, Record the talk and upload it to YouTube and SlideShare. This will improve your customers search experience.	

Quarterly	Completed
Review marketing strategy and amend as required.	
Set goals for next quarter, ensure goal are matched to capability, in order to deliver, adjust goals or capability if there is a disparity.	

Strategy	Completed
Implement a marketing automation solution.	
Align skills of marketing department with the needs of the business.	