

MAXIMIZE YOUR MARKETING 3.2

ASSETS AND ONLINE PRESENCE

Begin or reference an existing internal document listing your assets across all marketing forums, we'll work with this as we explore possibilities across different platforms.

FORUM NAME	CURRENT OR POTENTIAL PRESENCE	DATE OF LAST UPDATE/ REVIEW

Referencing your marketing forum assets chart,
Which online forums do your business already have a presence on?
Which ones would you like to understand better?

*Use your preferred browser search bar and/or preferred voice assistance to look up your business online. What do you see? What is missing?



LET'S PUT IT INTO PRACTICE

ONLINE ASSESSMENT CHECKLIST



I claimed my Google Business Profile
Learn more at business.google.com/add



Customers can learn details about my business on my website
(I don't have a website, instead they can go _____
to learn more about my business).



My customer market can be found on _____
third party online forum.
My presence on this forum is _____

PRO TIP!

As you work through your checklist, be sure to check for the most up-to-date information about your business across the different online platforms where you are present.

