THE ULTIMATE MARKETING CHECKLIST



100 Proven Ways to Market Your Business

Modern Marketing Strategies for Today's Business Owner

Gina Johnson .Co

100 Proven Ways to Market Your Business

Welcome!

Thank you for downloading The Ultimate Marketing Checklist.

One of the biggest mistakes business owners make is believing they need to master every marketing strategy at once. The truth is, successful businesses aren't built by doing everything—they're built by consistently doing the right things.

Inside this workbook, you'll discover 100 proven marketing strategies that can help you increase your visibility, build stronger relationships, generate more referrals, and grow your business.

Some ideas will take only a few minutes.

Others may become long-term marketing strategies.

The key isn't to complete everything.

The key is to choose the ideas that best fit your business, your strengths, and your goals.

Progress always beats perfection.

Consistency always beats complexity.

Use this workbook as your personal marketing checklist. Mark off completed items, revisit it often, and continue adding new strategies as your business grows.

Remember, marketing isn't about convincing people to buy from you.

It's about helping the right people discover the value you already provide.

Here's to your continued growth and success!

Gina Johnson
Leadership & Scaling Expert

100 Proven Ways to Market Your Business

SECTION ONE

AI & Automation

Marketing Ideas 1–10

Technology is changing how businesses connect with customers. Artificial Intelligence and automation can help you save time, create better marketing, and build stronger customer relationships—without losing the personal touch that makes your business unique.

☐ Use AI to create smarter, more personalized marketing. 🚀

☐ Use AI tools to create, repurpose, and schedule content consistently. 🚀

☐ Create voice-search optimized content and AI-friendly FAQs.

☐ Use AI chatbots and automated messaging for faster customer responses.

☐ Build automated email nurture sequences.

☐ Use automated follow-up systems to nurture leads.

☐ Track your marketing performance using Google Analytics 4 and your CRM.

☐ Build high-converting landing pages and sales funnels.

☐ Optimize your website and content for SEO and AI search engines.

☐ Offer text messaging, WhatsApp, or other messaging apps for customer communication.

SECTION TWO

Content & Visibility

Marketing Ideas 11–25

Creating valuable content positions, you as a trusted expert while increasing your visibility online and in your community. Focus on educating, inspiring, and solving problems for your ideal audience.

☐ Start a blog. 🚀

☐ Write a book. 🚀

☐ Create an eBook or downloadable lead magnet.

☐ Create Top 10 lists and educational resources.

☐ Write guest blog articles.

☐ Create educational YouTube videos, Shorts, and tutorials.

☐ Build your authority through LinkedIn, Threads, podcasts, or YouTube.

☐ Repurpose your best-performing content into new formats.

☐ Create highly shareable content.

☐ Share behind-the-scenes content across your preferred social platforms.

☐ Use professional, high-quality brand photography.

☐ Update your professional headshot. ⭐

☐ Invest in a professional branding photo shoot and use the images consistently across all marketing channels.

☐ Refresh and relaunch your website regularly.

☐ Optimize your Google Business Profile and encourage online reviews.

SECTION THREE

Social Media

Marketing Ideas 26–40

Build meaningful connections by consistently showing up where your audience spends their time. Focus on creating valuable content, engaging with your community, and building trust through authentic conversations.

☐ Connect all your social media platforms.

☐ Host a social media challenge or community engagement campaign.

☐ Go live on social media.

☐ Create short-form videos for TikTok, Instagram Reels, Facebook Reels, and YouTube Shorts. 🚀

☐ Share valuable content across the social platforms your audience actually uses.

☐ Build your authority through LinkedIn, Threads, podcasts, or YouTube. 🚀

☐ Create educational YouTube videos, Shorts, and tutorials.

☐ Share behind-the-scenes content across your preferred social platforms.

☐ Repurpose your best-performing content.

☐ Create highly shareable content.

☐ Join and actively participate in online communities and Facebook Groups.

☐ Build a consistent email newsletter using your favorite email platform. 🚀

☐ Optimize your email signature with links and branding. ⭐

☐ Refresh your professional headshot. ⭐

☐ Use professional, high-quality brand photography.

SECTION FOUR

Networking & Partnerships

Marketing Ideas 41–55

Strong businesses are built on strong relationships. Invest time in building genuine connections, collaborating with others, and becoming an active part of your community and industry.

☐ Ask for referrals. 🚀

☐ Cross-promote with complementary businesses.

☐ Collaborate through livestreams, podcasts, webinars, and creator partnerships.

☐ Collaborate with other businesses.

☐ Partner with creators and trusted industry experts.

☐ Build relationships with industry influencers.

☐ Attend networking events.

☐ Join local networking organizations or industry communities.

☐ Join or start a mastermind group.

☐ Host or attend community networking events and mastermind meetups.

☐ Speak at events. 🚀

☐ Attend conferences.

☐ Exhibit at trade shows.

☐ Become a guest on podcasts or radio shows.

☐ Host or attend webinars.

SECTION FIVE

Customer Experience

Marketing Ideas 56–70

Exceptional customer experiences build trust, strengthen relationships, and turn satisfied clients into loyal advocates. Small, thoughtful actions can make a lasting impression and encourage repeat business and referrals.

☐ Send birthday cards to your clients.

☐ Send handwritten thank-you cards.

☐ Surprise customers with freebies.

☐ Offer a guarantee.

☐ Launch a customer rewards program.

☐ Feature a Customer of the Month.

☐ Give away free samples.

☐ Send customer satisfaction surveys.

☐ Personally follow up with every lead. 🚀

☐ Offer discovery calls or mini experiences.

☐ Bundle products or services.

☐ Collect and share testimonials. ⭐

☐ Create a referral rewards program.

☐ Create an online client portal, membership, or digital resource hub.

☐ Create a membership or loyalty program.

SECTION SIX

Advertising

Marketing Ideas 71–85

The right advertising strategy helps you reach new audiences, increase visibility, and generate qualified leads. Combine traditional and digital marketing to create a well-rounded approach that fits your business goals and budget.

☐ Create a coupon or special offer.

☐ Advertise on Google and Bing.

☐ Run targeted Meta, LinkedIn, Google, and YouTube advertising campaigns.

☐ Advertise on YouTube, Connected TV (CTV), and streaming platforms.

☐ Advertise on streaming audio and podcasts.

☐ Use print marketing.

☐ Advertise in local publications.

☐ Use targeted direct mail or Every Door Direct Mail (EDDM).

☐ Add branded vehicle magnets or wraps.

☐ Advertise on billboards when appropriate.

☐ Plan seasonal and holiday promotions.

☐ Offer limited-time promotions or BOGO deals.

☐ Refresh your business cards and printed materials. ⭐

☐ Send branded promotional gifts to clients.

☐ Add a call-to-action to your voicemail. ⭐

SECTION SEVEN

Referrals & Community

Marketing Ideas 86–100

One of the most effective ways to grow your business is by building genuine relationships within your community. Referrals, partnerships, and community involvement help create trust, expand your reach, and generate long-term opportunities.

☐ Ask for referrals. 🚀

☐ Support or volunteer for local charities.

☐ Donate branded products or gift certificates for local fundraisers.

☐ Lead or support a community cause.

☐ Sponsor a local sports team.

☐ Sponsor a golf tournament or charity event.

☐ Host an event or class.

☐ Teach workshops in person or online. 🚀

☐ Host an open house.

☐ Sell through online marketplaces that fit your business.

☐ Run a contest.

☐ Host a giveaway.

☐ Give customers extra business cards or referral cards.

☐ Answer questions on Quora and industry forums.

☐ Use sidewalk or lawn signs.

About Gina Johnson



Gina Johnson is a holistic business and life coach known for her deep intuition and exceptional ability to connect with people. Gina is a Healer, Reiki Master, and is trained in various spiritual modalities, which she seamlessly integrates into her coaching practice. Gina offers a 90- minute strategy sessions, a three-session package, or extended monthly options.

Her holistic services are tailored to meet and support clients wherever they are on their journey. Gina takes a non-conventional approach to coaching by helping her clients to reignite the spark in their business and personal life.

Beyond coaching, Gina offers "Intuitive Business Readings," leads self-care retreats, and is a compelling speaker. She offers a wide range of dynamic speaking topics. Her signature talk, "Fire Up Your Life," is designed to inspire passion and purpose. In addition, she published her own workbook entitled “Shifting Your Vibration” that allows users to elevate their energy and transform their lives.

On a personal level, Gina is a proud mother of two adult children and resides on the Connecticut shoreline. She is actively involved in her community through multiple chambers of commerce organizations, women in business groups, and proudly serves on the board of Carita Smile. As a former chef, Gina enjoys volunteering at her local soup kitchen.

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