



✓ Branding and Positioning

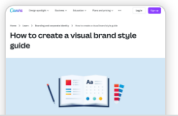
☐ **Define Your Brand Identity:** Establish a clear brand identity by defining your mission, vision, values, and unique selling propositions (USPs).

✗ **Common Mistake:** Failing to connect emotionally with the audience.

✓ **Pro Tip:** Use real-life examples and testimonials to make your story relatable.

Resource

Canva's How to create a visual brand style guide



☐ **Develop Your Brand Story:** Craft a compelling brand story that resonates with your target audience, explaining why your brand exists and how it solves their problems.

✗ **Common Mistake:** Inconsistency in branding elements like logos, colors, and messaging.

✓ **Pro Tip:** Create a brand style guide to maintain consistent visuals across all platforms.

Resource

HubSpot's Guide to Storytelling in Marketing & Business



✓ Digital Presence Setup

☐ **Register a Domain Name:** Choose and register a domain name that reflects your brand.

✗ **Common Mistake:** Picking a name that's hard to spell or remember.

✓ **Pro Tip:** Keep it short, simple, and relevant to your business.

Resource

Bluehost



☐ **Build a Website:** Design and develop a user-friendly website that showcases your product/service, including key pages like Home, About, Products/Services, Blog, Contact, etc.

✗ **Common Mistake:** Overloading the website with too much information or poor navigation.

✓ **Pro Tip:** Prioritize mobile responsiveness and fast loading times.

Resource

WordPress



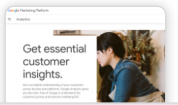
☐ **Set Up Analytics:** Implement tools like Google Analytics to track website performance and user behavior.

✗ **Common Mistake:** Ignoring data insights.

✓ **Pro Tip:** Regularly review analytics to make informed decisions and optimize your strategy.

Resource

Google Analytics



✓ Social Media Strategy

☐ **Choose the Right Platforms:** Identify social media platforms where your target audience is most active (e.g., Instagram, Facebook, LinkedIn, Twitter).

✗ **Common Mistake:** Spreading efforts too thin across too many platforms.

✓ **Pro Tip:** Focus on 2-3 platforms initially and expand as needed.

Resource

Sprout Social's Guide to Choosing Platforms



☐ **Create Profiles and Optimize Bios:** Set up business profiles with consistent branding and detailed bios that clearly communicate what you offer.

✗ **Common Mistake:** Incomplete profiles & inconsistent branding.

✓ **Pro Tip:** Use keywords relevant to your industry in your bios to enhance discoverability.

Resource

Hootsuite's Bio Optimization Tips



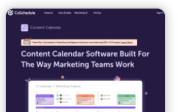
☐ **Content Planning and Creation:** Develop a content calendar with a mix of promotional, educational, and engaging content tailored to your audience.

✗ **Common Mistake:** Posting inconsistently or only promotional content.

✓ **Pro Tip:** Use storytelling and visual content to capture attention and foster engagement.

Resource

CoSchedule's Content Calendar



☐ **Engage with Your Audience:** Actively engage with followers by responding to comments, messages, and participating in discussions.

✗ **Common Mistake:** Neglecting interaction or coming across as insincere.

✓ **Pro Tip:** Show genuine interest in your audience's feedback and build relationships.

Resource

Buffer's Guide to Engagement

