

# MARKETING CHECKLIST

DO YOU KNOW WHERE ALL OF YOUR MARKETING MATERIALS LIVE?

USE THIS CHECKLIST TO ENSURE ALL OF YOUR MATERIALS ARE UNDER THE SAME ROOF AND ACCESSIBLE TO YOU (AND YOUR TEAM) ANYWHERE IN THE WORLD.

THIS LIST IS A RECOMMENDATION -- NO NEED TO CREATE ANYTHING NEW AT THIS TIME -- BUT DO BE SURE TO ADD ANYTHING YOU DO HAVE THAT IS OMITTED FROM THIS LIST:

- BUSINESS LOGOS
- PROFESSIONAL PHOTOGRAPHY - HEAD SHOTS/LIFESTYLE/ETC
- BIOGRAPHY
- TESTIMONIALS
- PROFESSIONAL PHOTOGRAPHY - CLIENT WORK
- EMAIL - FOOTERS/IMAGES/ETC
- PAMPHLETS/BROCHURES/FLYERS
- PRESS - CLIPPINGS/STORIES/MENTIONS
- MEDIA RELEASES/PRESS KIT
- WEBSITE COPY/DRAFTS
- PASSWORD SHEET/EXCEL
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