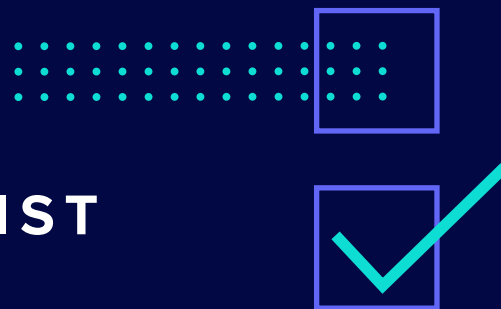


DIGITAL MARKETING FOR STARTUPS CHECKLIST



Just starting out on your digital/ecommerce journey?
Use this easy checklist to see where the gaps are in your marketing.

Strategy

- Business mission statement - what is your purpose?
- Top 3 target audiences or personas - prioritise your key consumer
- Hero product or service to focus on

Budget + Analytics

- Average Order or Product Value (AOV) or Lifetime Customer Value (LTV)
- Estimated Cost Per Acquisition (CPA)
- How much do you want to spend per sale?
- What is your target revenue?

Design

- Hero product image or graphics pack
- Clear brand guidelines
(logo, fonts, colours, visual identity)

Website

- Clear Post + Packaging info
- Contact CTA (call to action)
on every page e.g. header

Tribe Tip:

How to estimate advertising spend

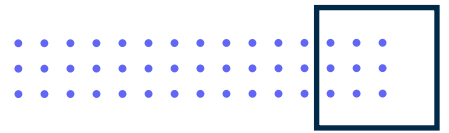
Step 1

$$\frac{\text{Target Revenue}}{\text{Retail price}} = \text{Estimated Sales}$$

Step 2

$$\frac{\text{Sales Estimate}}{\text{Cost Per Acquisition}} = \text{Media Spend}$$

Performance media is key
for growth & expansion



- Third party reviews or recommendations
- Clear product/service description
- 3 x KPIs that are most important to focus on short term (e.g. New Visitors, Sales or dwell time)



Search

- Do you appear for your brand? E.g. Tribe Digital
- Do you appear for specific product/service terms? E.g. SEO in Exeter
- Do you appear for broader category phrases? E.g. Digital Marketing for Startups

Social media

- Connected visual identity on all social platforms?
- Clear explanation of what you do/offer in bio?
- Clear direction and intent around what you want to talk about?
- Content calendar with a plan of what you're going to cover for the next month?
- 3 x KPIs that are most important to your brand (e.g. awareness, engagement or sales)

Email Marketing

- Database to contact and share your news with
- A plan to continue growing database
- Ideas of what to send your database
- Beautifully designed email templates
- Clear user flow of automated emails (e.g Welcome, Thank you, Lapsed customers)