



BOSI & CO.
MARKETING

The Small Business Marketing Checkup

Your Brand & Message — “Do people immediately understand what you do?”

- ☐ Someone can tell what my business does within 5 seconds.
- ☐ My messaging clearly explains who I serve.
- ☐ I communicate why customers should choose me over alternatives.
- ☐ My logo, colors and overall look are consistent across platforms.

Your Website — “Does your website turn visitors into prospects?”

- ☐ My website clearly tells visitors what to do next.
- ☐ My most important call-to-action is easy to find.
- ☐ My website looks and works well on mobile.
- ☐ Contacting or requesting information from me is quick and simple.

Google & Local Search — “Can customers actually find you?”

- ☐ My Google Business Profile is complete and accurate.
- ☐ I regularly add current photos, updates or information.
- ☐ I consistently receive new customer reviews.
- ☐ My business name, phone number, hours and website are accurate everywhere online.



BOSI & CO.
MARKETING

The Small Business Marketing Checkup

Social Media — “Are you posting with a purpose?”

- ☐ My profiles immediately explain what my business offers.
- ☐ My content does more than simply promote my services.
- ☐ I regularly share content that educates, builds trust or answers customer questions.
- ☐ My branding and messaging are recognizable from post to post.

Leads & Follow-Up — “What happens after someone shows interest?”

- ☐ I have a way to collect potential customers' contact information.
- ☐ I follow up with inquiries consistently.
- ☐ I have an email list or another way to stay connected with prospects.
- ☐ I know which marketing channels are actually generating inquiries or sales.



BOSI & CO.
MARKETING

Marketing Scorecard

16–20 checked — Strong Foundation

Your marketing has many of the right pieces in place. Your biggest opportunity may be refining what's already working and finding ways to get more from it.

10–15 checked — Room to Grow

You've built a foundation, but a few gaps could be keeping your marketing from performing as well as it should.

0–9 checked — Time for a Marketing Reset

There may be significant opportunities to improve how customers find, understand and engage with your business.

What did your checkup reveal?

You don't need to fix everything at once. Start with the areas where you left the most boxes unchecked. Those are likely your best opportunities for improvement.

Not sure where to start?

That's where Bosi & Co. can help. We'll take a closer look at your marketing, identify the areas worth prioritizing and help you create a practical plan for moving forward.

REQUEST A COMPLIMENTARY MARKETING REVIEW

info@bosicomarketing.com | bosicomarketing.com | 762.270.0340