

Business Launch Check List

Workshop-II: Your Target Market, Marketing, Advertising

Industry Research	
Industry profile	
Market Profile	
Feasibility analysis: market share, assumptions, trends	
Target Market profile	
Competitive Intelligence: profile, landscape, strategy	
Mass Marketing Strategy: influencer, diversity, public relations	
Incentive Marketing Strategy: rating & reviews, survey, referral, promotional, give away	
Search Opt Marketing Strategy: keyword, search engine, inbound	
Mobile Marketing Strategy	
Content Marketing Strategy: editorial plan, blogging	
Affiliate Marketing Strategy	
Email Marketing Strategy	
Webstore Marketing Strategy	
Video Content Strategy	
Social Media Marketing Strategy	
Marketing Mix	
Marketing Strategy	
Advertising Strategy	
Sales Promotions	
Direct Marketing	
Internet Advertising	
Advertising Mix	
Return on Marketing Investment	

Business Launch Check List

Workshop-IV: Organization, Budgeting, Bookkeeping, Reporting

	Business Location	
	Furniture & Fixtures	
	Office & Computer Equipment	
	Software & Efficiency Tools	
	Grand Opening Planning	
	Startup Capital	
	Pull It Together: Time Management, Setup Shop, Execute Biz Launch	
	Budgeting	
	Bookkeeping	
	Reporting	