

CUSTOMERCANDY

Small Business Marketing Tactics Checklist

All 27 tactics from the article, organized by tier, with boxes to check off as you go.

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01 Tier 1: Foundation Squares

Free or nearly free. Do these first.

1. Complete Google Business Profile

Add real photos weekly, reply to every review within 48 hours.

2. Trackable referral ask at purchase

Print a specific offer like \$5 off for both parties on the receipt.

3. Email capture plus 3-email welcome sequence

Set up in a tool like Mailchimp or Klaviyo, sent over the first 10 days.

4. FAQ page from your top 5 questions

Pin it or publish it so search engines and customers can find it fast.

5. Listed in directories your customers actually use

Prioritize trade or licensing boards over generic listing sites.

6. Ask for a specific detail in reviews

Prompt customers to mention which product or service they used.

7. Add SMS as a channel

Use a tool like SimpleTexting or your platform's built-in texting feature for time-sensitive offers.

02 Tier 2: Momentum Tiles

Build once, compounds over time.

8. 8-week founder's story post series

One post a week on the single platform your customers actually use.

9. Comparison page for a specific use case

Build a page like Your Product vs. Competitor for a named scenario.

10. Batch-create 90 days of content in one sitting

Schedule it with a tool like Buffer or Later.

11. Follow up on abandoned carts or quotes within 3 days

A short check-in email or text, sent before interest cools.

12. Bring-a-friend bundle or event

Example: a two-for-one session or a bundled service discount.

13. Simple digital loyalty structure

Buy 9 get 1 free, tracked in a tool like Square Loyalty instead of paper cards.

14. Partner with one non-competing local business

Cross-promote to each other's existing customer base.

15. Repurpose your best content into 5 formats

Blog post, short video, social carousel, email, and printed flyer.

16. Win-back offer for 60 to 90 day inactive customers

Use a specific, time-limited incentive, not a generic message.

03 Tier 3: Power Plays

Need budget or time, higher payoff.

17. Small retargeting campaign

Start at \$5 to \$10 a day on Meta Ads or Google Ads before scaling.

18. Test two ad creatives head-to-head

Run each for 5 to 7 days before committing more budget.

19. One lead magnet tied to a specific pain point

Match an actual search your worried customer is typing right now.

20. Free workshop or webinar for your core segment

Use it to collect emails and separate ready buyers from the curious.

21. Professional photography, refreshed every 6 to 12 months

Cover your core products or services.

22. One placement in a niche outlet or podcast

Choose relevance to your actual customers over broad reach.

23. Conversion tracking set up correctly before ad spend

Google Analytics 4 plus call tracking if phone calls matter to your business.

04 Tier 4: Boss Moves

Advanced, long game, compounding.

24. Referral partner network of 5 to 10 businesses

Partner with businesses that serve your customer before you do.

25. Name your process

Give it a simple three-step framework customers and press can repeat.

26. Formal ambassador or advocate program for top customers

Give your most active customers a defined way to refer, review, and promote, with clear perks for doing so.

27. Annual marketing audit against this checklist

Once a year, review which tactics are live, which stalled, and which tier to tackle next.

05 Progress Tracker

Write in as you work through the tiers.

Tier currently in progress _____

Date started this tier _____

Tactics completed this quarter _____

Next tactic to tackle _____

Notes on what's working _____

Check off what you finish, revisit this page quarterly, and move to the next tier only once the current one is running on its own.