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Small Business Marketing Materials Checklist

What most small businesses need, in the order that usually makes sense.

1. Identity

- [ ] Logo (all file formats)
- [ ] Color palette and fonts
- [ ] Short brand guide
- [ ] Tagline and one-line description

2. Online

- [ ] Website with clear call to action
- [ ] Google Business Profile
- [ ] Social media profile and cover images
- [ ] Email signature
- [ ] Email header banner

3. Print basics

- [ ] Business cards
- [ ] Flyer or brochure
- [ ] Letterhead and envelope
- [ ] Invoice and quote templates

4. Display

- [ ] Roll-up banner for events
- [ ] Vinyl banner or storefront sign
- [ ] Vehicle or window graphics
- [ ] Billboard or poster, if needed

5. Advertising

- [ ] Banner set in the main ad sizes
- [ ] Social media ad templates
- [ ] Landing page for each campaign
- [ ] Tracking set up for each campaign

6. Keep consistent

- [ ] Same logo, colors and fonts everywhere
- [ ] Source files stored in one folder
- [ ] One person approves all materials
- [ ] Review everything once a year

Start with identity and your website, then add print and display as you need them. Need a bundle? See cobanner.com/buy/small-business-branding-packages/ or email hello@cobanner.com.

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