

Simple Marketing Checklist

for 2026



FIRST, THE BIG PICTURE.

- If all your leads come from one place, your marketing is more fragile than it needs to be. Algorithms change. Costs go up. Platforms have moods. The goal for 2026 isn't "do more" — it's don't put all your eggs in one very expensive basket.

SEARCH (HOW PEOPLE FIND YOU)

- If someone Googled what I do today, would my business show up?
- Does my business clearly explain how I help & how?
- Is my Google Business profile filled out & up to date?
- Am I showing up locally, not just online 'somewhere'?

PAID ADS (EXTRA FUEL, NOT LIFE SUPPORT)

- Ads help my marketing, they're not the only thing working
- I know what my ads are meant to do (book calls, get enquiries, grow a list)
- If I paused ads tomorrow, my business wouldn't panic
- The page people land on actually makes sense

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YOUR OWN STUFF (THE IMPORTANT BIT)

- My website has a clear next step (contact form, freebie, booking link)
- I have an email list (yes, even a small one counts)
- I email people occasionally, not just when I remember
- People can find me even if Instagram disappeared

SOCIAL MEDIA (CONNECTION, NOT CONSTANT POSTING)

- I'm not relying on one platform to do all the heavy lifting
- My content explains what I do, not just shows pretty things
- I talk to real people, in my real location
- There's an obvious way to go from a post to website to contacting me

THE 2026 REALITY CHECK

- If one platform changed tomorrow, I'd still be okay
- My marketing feels connected, not chaotic
- I know where my enquiries are actually coming from
- I'm building something sustainable - not scrambling each month

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**IF THE PREVIOUS SECTION MAKES YOU FEEL
UNCOMFORTABLE... THAT'S YOUR SIGN.**

- In 2026, the safest marketing strategy is balance.
Search. Social. Paid.
Your own platforms.
Not all at once. Not perfectly. Just intentionally.
Small changes now = far less stress later.

Don't hesitate to contact me if you need manageable, affordable help!

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