

BUSINESS GROWTH CHECKLIST

DIGITAL MARKETING FOR SMALL BUSINESSES



Miller Operations
BUSINESS AUTOMATION CONSULTING

build/optimize your website

- do you know where you rank in a Google search?
- do you have an eCommerce store?
- do you accept payments online?
- is your website secure/do you get spam?
- are your business apps integrated with your site?
- can you track customers through the sales funnel?

Y	N	?
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

prioritize data privacy & compliance

- is your customer data clean?
- do you have international customers (GDPR)?
- are you prepared for new state privacy laws?
- are you ready for internet privacy regulations?
- do you have a privacy policy?
- do you have a customer consent policy?

Y	N	?
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

social media strategies

- do you utilize social media today?
- do you post often?
- do you know where your customers are online?
- does your social branding match your website?

Y	N	?
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

BUSINESS GROWTH CHECKLIST

FOR SMALL BUSINESSES



Miller Operations
BUSINESS AUTOMATION CONSULTING

attracting new customers

- do you advertise on social media?
- do you advertise on Google?
- do you blog?
- do you produce other content (i.e., newsletters)?
- do you use email marketing?
- do you automate any of your processes?

Y	N	?
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you answered "No" or "?" to any of the above or have any questions, Miller Operations can help.

Contact us today for a free initial consultation:
rob@milleroptions.com | 512.423.2025



Miller Operations
BUSINESS AUTOMATION CONSULTING

© 2020 miller operations llc. all rights reserved