



## HOW TO START AN ONLINE BUSINESS – CHECKLIST

TO DO	DESCRIPTION
	Identify need
	Do market research to confirm this need
	Create business plan
	Research competitors
	Define product's place in the market
	Compiled information on target audience
	Clarify resources needed
	Write step by step instructions on what to do next
	Create brand identity, logo and colour scheme
	Decide on business name
	Determine brand style & brand voice
	Prepare website copy/content
	Build website, check and test all links
	Prepare and check product
	Prepare marketing plan
	Research online marketing
	Learn about social media marketing
	Learn about content marketing
	Learn about SEO
	Learn about PPC – Pay Per Click
	Determine the best channel to pursue for the product
	Create marketing & promotion plan for selected channel(s)
	Execute marketing plan
	Officially launch the business
	Other follow-up: