

# MARKETING DELIVERABLES CHECKLIST

*Industry – IT & web services company*



# Growth Plan goals

---

Our team of marketing strategists and growth experts created this Marketing Deliverables Checklist as an overview document for an established IT company which requested a Growth & Marketing Plan to emerge as an authority brand in web services industry and generate business leads with or without paid media efforts.

The client for many years depended on freelance sites like Upwork to generate business. This Marketing Deliverables Checklist document shares the deliverables for the Growth Plan we recommended to build a strong foundation for the web services provider.

# Marketing Deliverables Checklist

---

Our team of business analysts and marketing experts create Branding and Growth Plan after carefully studying client industry, business goals, and resources at hand. Here are contents of Marketing Deliverables Checklist document for your reference:

## **Initial estimates** covering:

- Brand position report
- Current strategy analysis
- Work process check-up
- Market spend analysis
- Competitor analysis
- Optimization and feedback

## **Business acquisition plan** covering:

- Lead generation channels
- Sales pitch insights

- Networking plan
- Referral business insights
- Followup guidelines

### **Website optimization guide** covering:

- Keyword research
- Website analysis
- Page recommendations
- UX and conversion analysis
- Optimization insights
- Major technical issues report

### **Business assets plan** covering:

- Business assets analysis
- Assets optimization
- New assets recommendations
- Publishing insights
- Brand building guidelines
- PR assistance

### **Content creation strategy** covering:

- Content approach
- Content planning guidelines
- Optimization insights
- Content goals setup

### **Content marketing plan** covering:

- Content reach inputs
- Publishing channels insights
- Sharing guidelines
- Paid push insights

- Content ranking guidelines

## **Paid advertising plan** covering:

- Paid channel selection
- Campaign setup & insights
- Campaign review and feedback
- ROI measurement
- Support on chat, call, and email

## **Monitoring and evaluation** covering:

- Tool recommendations
- Setup assistance
- Visitor behaviour insights

## End note

---

Team Upreports has collective work experience of over 20 years in business consultation and growth. We have closely studied business models, revenue generation, and growth of emerging businesses as well as established brands.

Our experience & insights generate unique strategic advantage for our clients and make it easy for businesses to hit growth projections. Got queries about the Marketing Deliverables Checklist? Get in touch to discuss them.

Forward your report or project related questions at [hello@upreports.com](mailto:hello@upreports.com)