Small Business Marketing Checklist

Kit + Caboodle Marketing

5 Easy Ways to Show Up and Stand Out

☐ Share Your Story

- Post a quick video, a throwback photo, or a behind-the-scenes memory.
- Thank your early customers or biggest supporters.

☐ Partner with Another Small Business

- Team up for a giveaway, bundle, or "Biz Buddy Spotlight."
- Choose a brand with a similar audience (not direct competition).

☐ Treat Your Customers

- Send a handwritten thank-you, create a special discount, or offer a surprise freebie.
- Use a unique promo code to track engagement.

☐ Host a Mini Workshop or Live Q&A

- Go live for 15 minutes, answer FAQs, or teach a quick tip.
- Promote the time and topic a few days in advance.

☐ Show Behind the Scenes

- Share a real look at your workspace, creative process, or "messy middle."
- Authenticity builds connection (perfection not required!).

Tip: Pick 3 actions. Stay visible. Celebrate your story. Build deeper connections.

Need help turning momentum into a full plan?
Book a free discovery session today!

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