

GO-TO-MARKET CHECKLIST

4 Essential Steps to Market Your
Consulting Business at Launch

For Consultants and Coaches



#1: DEVELOP A LANDING PAGE



This **go-to-market checklist** provides a structured approach to implementing your marketing strategies during the launch of your consulting business.

1 Choose and Customize a Template

- Purchase a pre-designed template to simplify the launch.
- Customize the template to align with your brand's identity and message.

2 Highlight Your Expertise and Services

- Clearly outline your consulting services.
- Showcase your expertise with detailed descriptions, case studies, and testimonials.

3 Distribute Marketing Assets

- Include downloadable resources such as consulting one-pagers, PDFs, or digital downloads.
- Ensure lead magnets are easily accessible from the landing page.

4 Provide Easy Contact Options

- Set up a simple contact form for inquiries.
- Display contact information prominently to facilitate communication.

5 Link to Other Platforms

- Add links to your social media profiles like LinkedIn, Instagram, etc.
- Include links to podcasts or any other relevant media.

#2: GROW YOUR NETWORK THROUGH OUTREACH



- 1 **Leverage LinkedIn**
 - Optimize your LinkedIn profile with relevant information.
 - Use LinkedIn to connect with your target audience and share valuable content.

- 2 **Execute Direct Outreach**
 - Engage in direct messaging with potential clients and industry professionals.
 - Send personalized connection requests to grow your network.

- 3 **Participate in Industry Conversations**
 - Actively participate in LinkedIn discussions and industry groups.
 - Comment on and engage with content shared by others in your field.

- 4 **Explore Collaboration Opportunities**
 - Pursue guest blogging, interviews, or PR opportunities to increase visibility.
 - Collaborate with other professionals to extend your reach.

#3: FOCUS ON CONTENT CREATION



1 Start Publishing Content

- Regularly post articles, insights, and helpful resources on LinkedIn or other platforms.
- Share content that demonstrates your expertise and provides value to your audience.

2 Build Authority Through Content

- Consistently create content that positions you as an authority in your field.
- Use content to establish trust and encourage potential clients to follow and engage with you.

3 Use Content as a Lead Generation Tool

- Over time, direct traffic from your content to lead magnets or email capture forms.
- Utilize your content to build an email subscriber list.

#4: LEAD MAGNETS AND EMAIL CAPTURE



- 1 Create a Lead Magnet**
 - Develop a free guide, resource, or other valuable content to attract potential clients.
 - Make the lead magnet easily accessible and promote it across your platforms.
- 2 Capture Emails and Build a Follower Base**
 - Set up an email capture form to collect contact information from visitors.
 - Regularly communicate with your email list to nurture potential clients over time.



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