

Audit for basic marketing presence

Tranche 1: Audit for Bootcamp

Logo

- ☐ Do you have a horizontal version for letterhead use?
- ☐ Do you have a square version for other graphical treatments?
- ☐ Do you have a square version for apparel?
- ☐ Does your logo have a simple glyph that can be used as a favicon? (don't know what's a glyph or a favicon? Google it)

Tagline

- ☐ Is your tagline short and sweet? (3-7 words)
- ☐ Does your headline represent your latest thinking?

Website or landing page

- ☐ Do you have a website or landing page?
- ☐ Do you have a lead form on your website or landing page? (Don't know what a lead form is? Google it)

Social Media Presence

- ☐ Do you have a LinkedIn Company Page?
- ☐ Do you have a company Youtube or Vimeo account?
- ☐ If relevant, do you have a company Instagram account?
- ☐ If relevant, do you have a company Facebook account?
- ☐ If relevant, do you have a company X account?
- ☐ If relevant, do you have a company TikTok account?

Cofounder information

- ☐ Does each cofounder have a professional headshot or has booked time with Morgan?
- ☐ Does each cofounder have a professional short and long biography and a blog byline?
- ☐ Does each cofounder have an up to date LinkedIn profile tied to your company LI page?