



Marketing Consistency Checklist

Marketing shouldn't feel like throwing spaghetti at the wall.

Use this checklist to lock in your visuals, voice, and strategy—so every post, email, and pitch screams “we’ve got our act together.”



Brand Identity

- ☐ **Logo Usage:** Logo is used consistently everywhere (website, socials, proposals)
- ☐ **Color Palette:** Colors match your brand palette, no random shades sneaking in
- ☐ **Typography:** Fonts are on-brand and readable across all platforms
- ☐ **Imagery Style:** Imagery has a consistent vibe (no stock photo chaos)

Design Elements: Icons and graphics feel cohesive, not cobbled together



Brand Voice & Messaging

- ☐ **Tone of Voice:** matches your brand personality (playful, bold, direct, etc.)
- ☐ **Taglines/Slogans:** Uniform use of brand taglines
- ☐ **Key Messages:** Clear, confident messaging in every channel (social, email, website)
- ☐ **Language Style:** Content speaks directly to your ideal audience – *no generic fluff*



Strategic Foundation

- ☐ **Goal:** You've got clear marketing goals (not just “get more clients”)
- ☐ **Customer Persona:** You know your ideal customer and how to reach them
- ☐ **Content Calendar:** You're using a content calendar (even a scrappy one counts)
- ☐ **Plan of Action:** You're not doing “random acts of marketing” – *there's a plan*



Social Media Alignment

- ☐ Handles, bios, and links are consistent across platforms
- ☐ Post visuals and captions reflect your brand look and tone
- ☐ You're posting with *purpose* – not just to check a box
- ☐ Engagement is real: comments, replies, DMs = connection



Performance & Tracking

- ☐ You're tracking basic metrics: reach, clicks, conversions
- ☐ You know which content performs best (and why)
- ☐ You make data-based tweaks, not just gut decisions
- ☐ You're using feedback to refine and improve consistently



Content Creation

- ☐ Blog, email, video, or podcast content is on-brand in tone and design
- ☐ Graphics and visuals reflect your vibe and messaging
- ☐ You reuse & repurpose content strategically (*work smarter, not harder*)
- ☐ All content includes a strong, clear call to action

Dream Big and MARKET SMART with a custom clarity session.

BOOK A CLARITY SESSION