

HBIC GUIDE'S

FROM IDEA TO EXECUTION

 in 30 days

Checklist: Day 15

Day 15

MARKETING, PART 1

X X

- ☐ Create Google Analytics account.
- ☐ Link your Google Analytics account to your store's website.
- ☐ Make e-mail sign up/subscription available on your site.

Resources:



Google Analytics Customer Service:

Phone: 1-855-607-0431

Online step-by-step help: <https://support.google.com/analytics>

notes:

final thoughts

While ideally you'll be looking to start marketing your store ASAP, if you're busy setting everything up like I was, you won't get to fully focus on this until Day 15. The first thing you'll want to do is set your site up for marketing success, and also to be capable of gauging the success of your future marketing strategy.

Google Analytics will help you do this. While most website hosting platforms are already integrated with Google Analytics, others aren't- but, lucky for you Google does a good job of helping you through all the technical stuff if you call their customer service or use their online guide for reference.

After you've set up your Google Analytics account, either follow the steps listed on your website hoster's "help" page to connect your new Analytics account to your store, or call your hosting site's customer service and they should be able to walk you through this.

Finally, make sure you give your customers the ability to stay up to date on your new products by setting up an email subscription/sign up for them! Tune into the Marketing Part 2 checklist for next steps!

Success and Blessings,
THE HBIC GUIDE 