

# THE MOVING COMPANY MARKETING CHECKLIST

## TIME FOR A MARKETING REVAMP

### Check Your Brand Foundation:

- Research audience and competitors
- Define competitive advantage
- Write Unique Selling Proposition
- Create or update tagline
- Design or update logo

### Upgrade Your Website Experience:

- Audit messaging and website copy
- Invest in high-quality photos
- Optimize for easy mobile navigation
- Optimize for speed
- Add interactive tools like a quote calculator and contact form
- Offer gated resources or downloadables to capture email addresses

## TRACK YOUR ROI

- Aim to keep spend at 10% or less for each lead source
- Track opportunities booked, completed, and lost each month
- Review your actual revenue and average move value per source
- Define and track your cost per lead

### Get Discovered on Google

- Add or claim your Business Profile on Google
- Upload images of trucks and crew
- Conduct a Name, Address, and Phone Number (NAP) audit
- Repeat these steps for Facebook and Yelp
- Use a sitemap checker to reveal any technical issues
- Build a list of targeted keywords including location and services
- Update website and landing pages with SEO-optimized descriptions of your services
- Optimize your meta descriptions and alt text

### Optimize Your PPC Strategy

- Use location targeting to reach the right audience
- Add location extensions and call extensions
- Take advantage of negative keywords
- Track and adjust
- A/B test your creative
- Target high-intent keywords
- Try Google Guaranteed
- Consider hiring an expert consultant or agency

### Grow Your Affiliate Network

- Set a clear goal
- Create a written referral partner strategy
- Build a list of potential partners
- Join local events
- Reach out to potential affiliates weekly
- Launch a landing page and/or affiliate portal

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## USE REVIEWS & TESTIMONIALS

- Aim for 150 reviews on Google or preferred listing site
- Add QR Codes to crew's tablets and uniforms
- Use Pop Cards for one-tap reviews
- Reply to all reviews
- Set up a plugin to share Google, Yelp, and other reviews on your website
- Reach out to happy customers to request video testimonials
- Set up alerts for new reviews
- Create customized auto-response for each channel
- Use best reviews in website, social media, ads, landing pages, newsletters and email signatures
- Use Online Reputation Management (ORM) software to monitor and track

## LEVEL UP YOUR MAILERS

- Send mailers to new and pending listings daily
- Use "service and satisfaction" imagery
- Add social proof
- Add a discount coupon
- Include a strong CTA
- Use tracking numbers to measure ROI

## BOOST YOUR SOCIAL MEDIA

- Audit social media profiles for consistent fonts, logo, and colors
- Use hashtags and geotags to boost local visibility
- Set clear goals and KPIs
- Focus on platforms popular in your area
- Use high-quality photos/videos of your trucks and customers
- Create content tailored to local events and needs
- Create an SOP with AI prompts for ideas and draft copy for social posts
- Schedule posts for consistent publishing across all channels
- Consider working with a professional consultant or agency

## Develop Your Content Strategy

- Build a list of customer FAQs
- Create informative content that answers real questions
- Use images and videos to keep content engaging
- Partner with local influencers
- Promote content via your blog, social media and newsletter



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