



Marketing Content Checklist 2025

30 Essential Graphics &
Content Requirements You
Need To Grow Your Audience
And Launch Your Business in
Belize

www.belizeanmarketeer.com

For Your Branding

1. A color palette you consistently apply across your content, website and online portal/library



2. A font set (2-3 fonts) you consistently apply across your content, website and online portal/library



3. A professional looking logo, flexible to use across your content, website and online portal/library



4. A professional looking favicon (small icon) that displays at the top of all your website and portal pages



For Your Social Media

5. Headshot or logo for all your profile photo thumbnails



6. Branded cover banners for all your profiles (and groups)



7. Story highlight icons in your brand colors



8. Helpful educational posts/stories/reels that provide value




9. Engaging relatable posts/stories/reels that drive interaction




10. Promotional posts/stories/reels to showcase your offers and drive traffic to your website landing & sales pages




For Your Lead Magnet


11. An irresistible resource your audience actually wants and will happily provide their email for 

12. Graphics & mockups to showcase your lead magnet on your website landing and confirmation pages (and emails) 


13. Promotional posts & ads to promote your lead magnet 

For Your Trainings, Workshops & Webinars

14. Presentation slides for your trainings/workshops /webinars 

15. Visual charts to demonstrate what you teach. i.e. Your signature framework/method/process/journey/roadmap 

16. Workbooks & action sheets for your audience to download 

17. Graphics to showcase your training offers on your website registration and confirmation pages (and emails) 

18. Promotional posts & ads to promote your training offers 

For Your Podcast, Blog Or Content Schedule

19. Professionally branded podcast show cover 

20. Feature SEO image for each podcast episode or blog post 

21. Posts/stories/reels to promote new episodes & blog posts 

For Your Course Or Program Content

22. Presentation slides for your video lessons



23. Workbooks, action sheets & lesson summary guides for your students to download



24. Certificates & badges to reward your students



For Your Course Or Program Portal/Library

25. Course or program feature image (this can be your logo)



26. Thumbnail images for each category/module/lesson



27. Banner background images & sidebar section images



For Your Website & Offer Sales Pages

28. Graphics & mockups to showcase what your offer includes



29. Professional headshots & personal branding photos



30. Icons to represent key points and sections on your page

