



# MARKETING CHECKLIST



## Own That Listing!

First things first, make sure you claim your business listing on Yelp!



## Break Out the Camera!

Posting photos on Yelp of your establishment helps create trust. Post photos of the inside and outside of your business.



## The Good, The Bad, The Ugly

Respond to reviews no matter their tone. Use the reviews to gauge what's going well or not so well!



**20% off your first visit**

Check in here to unlock this offer

Check-in

**Stay top of mind**

Keep your listing relevant and share updates, announcements, special deals and more!

2.536

User Views

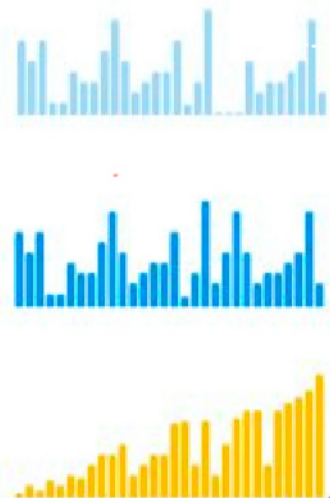
+18%

354

Customer Leads

310

Yelp Ad Clicks Leads



## Evaluate & Improve!

Take advantage of Yelp's analytics dashboards to see your success and identify improvements.

