

Marketing Setup Checklist

Using the grid below, go through each of the steps to ensure you have completed the relevant steps to set up your accounts properly.

Once completed, you can work on any of the steps you've missed or feel free to contact Blend at hello@blendcommerce.com for help and advice.



Facebook Ad Account		Klaviyo Email Account		Content Creation	
<input type="checkbox"/> Created Ad Account & Pixel	<input type="checkbox"/> Associate Pixel with Catalog	<input type="checkbox"/> Select right plan for number of subscribers	<input type="checkbox"/> Create Welcome Flow	<input type="checkbox"/> Create Brand Guidelines	<input type="checkbox"/> Set up Google Analytics for e-commerce
<input type="checkbox"/> Added payment method to ad account	<input type="checkbox"/> Use Test Events to test function of Pixel	<input type="checkbox"/> Integrate Klaviyo with Shopify Store	<input type="checkbox"/> Create Thank You Flow	<input type="checkbox"/> Create regular Social Media content	<input type="checkbox"/> Find key demographics
<input type="checkbox"/> Create Catalog	<input type="checkbox"/> I use images and headings to help structure my blog	<input type="checkbox"/> Use Set Up Wizard for brand colours and fonts	<input type="checkbox"/> Create Browse Abandonment Flow	<input type="checkbox"/> Create regular blog content	<input type="checkbox"/> Analyse best times of day to send content
<input type="checkbox"/> Integrate correct Pixel with Shopify Store	<input type="checkbox"/> Associated Facebook & Instagram pages	<input type="checkbox"/> Share Klaviyo with all relevant users	<input type="checkbox"/> Create Abandon Cart Flow	<input type="checkbox"/> Create and send email campaigns	<input type="checkbox"/> Find most engaged audiences
<input type="checkbox"/> Associate Pixel with Ad Account	<input type="checkbox"/> Chosen correct ad objective (see page 2)	<input type="checkbox"/> Create base template for all emails	<input type="checkbox"/> Create Winback Flow	<input type="checkbox"/> Test variations of content	<input type="checkbox"/> Develop a marketing strategy plan

What do you need to work on?