

EOFY MARKETING **CHECKLIST**

2018

Get ready for bigger, better results
in the new financial year

EOFY MARKETING CHECKLIST

- Your marketing strategy**

Press rewind and do an overview of your marketing tactics over this past year. What worked for you or your brand? Were there any moments that were beneficial? Or maybe something that missed the mark? Your marketing plan and strategy should be a roadmap that you regularly use to keep track of what works and what doesn't. If you don't have one written up - now is the time do it.
- Your business goals and values**

Think about the things that mean the most to your brand and business. Now, think about how your marketing tactics have played a role in reaching your business goals and upholding your values. This is a great time to reevaluate how your marketing works into your big picture and where to start making changes.
- Your position**

We are moving full-speed ahead into the digital era. This means things are constantly changing (and they are changing faster than you can hit "send"). Take a moment to assess landscape and climate to identify any changes your business needs to make next year. It's not just about keeping up; it's about staying ahead!
- Your target audience**

What your saying doesn't matter if you aren't paying attention to who you are talking to! Think about who your brand talks to and then think about how they've responded? What is the recent sentiment analysis surrounding your business? Have you implemented any changes to your products or services that may have changed or expanded your audience demographics? These are all important things to consider.
- Your previous results**

This is where you look at previous marketing efforts and see if they gave you the best bang for your buck. Review your email, print and social campaigns you and/or your team implemented this past fiscal year and see which ones brought about the best return on investment. Eliminate the ones with zero results, tweak the ones with little effect, and revamp the ones that brought the most value.

ACTIONS + GOALS

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