

MARKETING STRATEGY CHECKLIST

About the 10-Step Marketing Strategy Checklist Success Starts with Strategy!

When was the last time you really took a close look at your marketing strategy? It might be longer than you realize!

A strong marketing strategy sets the foundation for you to grow your business, attract new customers, and boost your revenue. When you find a marketing strategy that works for your business, it's tempting to just stick with it, but even the best marketing strategies need regular reviews and audits to ensure that they're still resonating with your audience and bringing the results you desire.

Lots of businesses rely on the "if it ain't broke, don't fix it" mentality, but that could be holding you back from reaching the next level of success. Marketing trends shift quickly, and cutting-edge strategies can become obsolete before you know it. Even if your marketing efforts are still bringing solid returns, there's always room for improvement!



Better Marketing
Means Better Business

We've created a Marketing Strategy Checklist to help you evaluate your current marketing efforts, measure their efficacy, identify areas of improvement, and ensure that your strategy aligns with your business goals. This checklist will help you:

- Know exactly where you stand when it comes to your marketing.
- Understand where to focus your marketing efforts moving forward.
- Identify what needs to be changed or improved for a more effective marketing strategy.
- Determine if it is time to ask for help!



ASSESS YOUR MARKETING STRATEGY

in 10 Easy Steps

Getting started is easy! Simply go through each step of the marketing checklist to see how your current marketing strategy measures up. By answering each of the questions, you'll be able to tally your marketing success score and discover the steps you can take to uplevel your marketing strategy today!

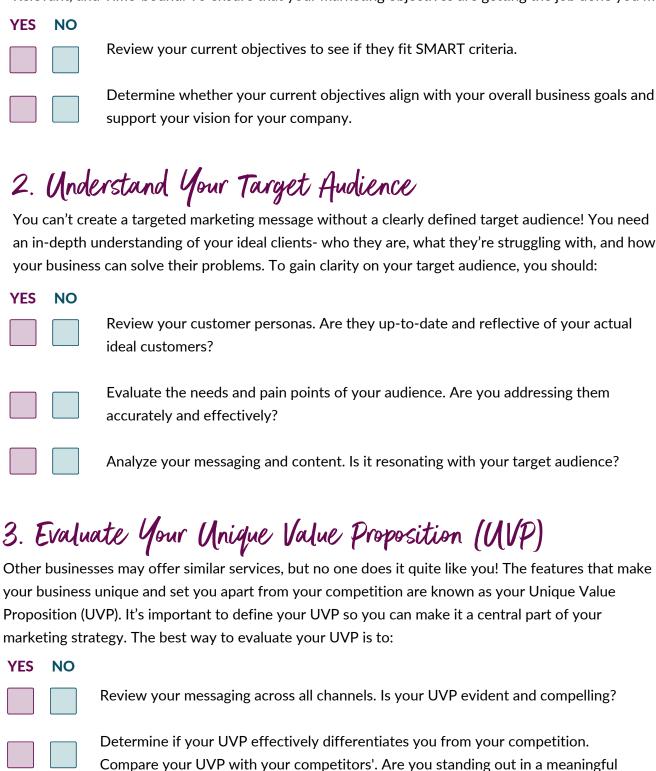
Let's get started!



1. Set Clear Objectives

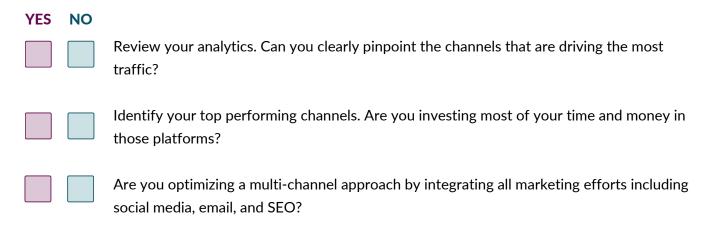
way?

The best marketing strategies are SMART! That means they're Specific, Measurable, Achievable, Relevant, and Time-bound. To ensure that your marketing objectives are getting the job done you must:



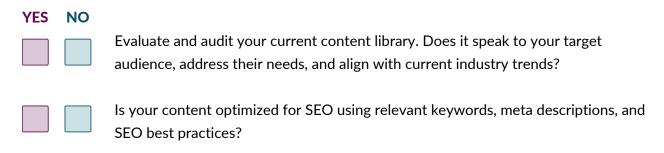
4. Analyze Your Marketing Channels

Boosting your visibility and broadening your reach starts with identifying your ideal marketing channels and platforms. To determine which channels will bring the best results, you can:



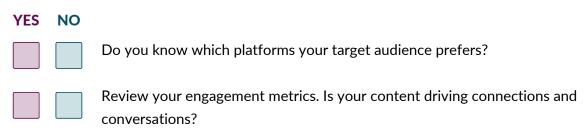
5. Review Your Content Strategy

Your content should be tailored to meet the needs and preferences of your target audience. You want to provide content that is valuable, relatable, and engaging. If you want to improve your content strategy, you should:



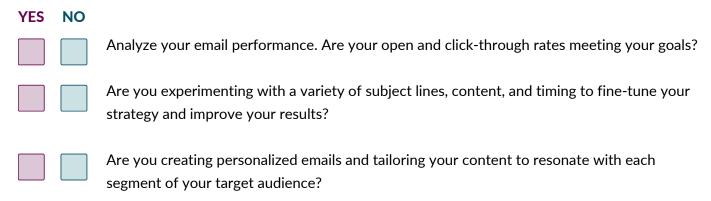
6. Assess Your Social Media Strategy

You need to meet your audience on their preferred platforms to build your online community and promote trust and loyalty. The best way to determine if you're active on the right platforms is to:



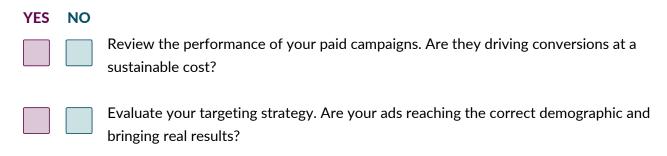
7. Examine Your Email Marketing

Email marketing is inexpensive and highly effective. To ensure that you're getting the most from your email marketing campaigns, you should:



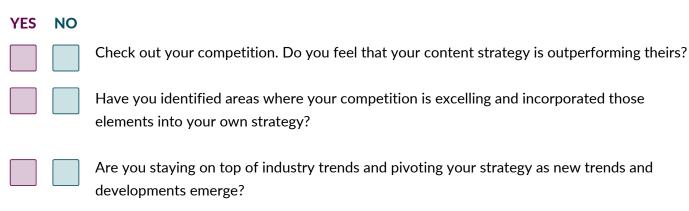
8. Evaluate Your Paid Advertising

Paid advertising is an essential part of your overall marketing strategy, and it can be one of your most powerful tools for improving visibility and broadening your reach. You can boost the effectiveness of your paid ads and increase your ROI if you:



9. Monitor Your Competitors

You can't set yourself apart from your competition if you don't know what they're doing! Evaluating your competitors' marketing strategy is a smart way to see what's working for them so you can adjust your tactics accordingly to keep your business on top. Keep tabs on your competition by:



10. Measure and Adjust

Using your metrics and data makes it easy to keep your marketing strategy current and aligned with your goals. Stay on top of your performance by:

Have you defined the KPIs that align with your marketing goals?

Are you tracking your KPIs and regularly reviewing your performance data?

Have you scheduled regular assessments to review your marketing data and make necessary adjustments?

Congrats! You did it!



Get Your Score!

You've assessed your current marketing strategy, now let's talk about your results.

If you answered yes to most of the questions, you're on the right track! Use the tips to refine your strategy and accelerate your success.

If you have a mix of yes and no answers, it means it's time for some updating! Look at your "no's." This indicates areas that are in need of improvement. Use the accompanying tips to modify your marketing strategy and improve your results.

If you answered mostly no, that's a warning sign that your current marketing strategy isn't going to bring the desired results without a serious overhaul. Take the next step to transform your strategy and set the course for next level marketing success by booking a FREE Digital Success Session today.

TAKE THE NEXT STEP TO IMPROVE YOUR

Marketing Strategy

Keeping your strategy current and aligned with your overall business goals is the key to your marketing success. When you use this checklist to evaluate and improve your current strategy, you'll see your results skyrocket! You'll have the power to create highly targeted marketing initiatives that resonate with your audience, boost your brand, and bring incredible returns every time.

Once you've completed your 10-Step Marketing Strategy Checklist, the marketing experts at FMD Strategic Partners would love to help you create a comprehensive plan that strengthens areas of weakness, explores newly identified opportunities, and maximizes your impact. When you're ready to take your marketing to the next level, we'll show you the way.

BOOK YOUR FREE DIGITAL SUCCESS SESSION TODAY!

I WANT MY FREE DIGITAL SUCCESS SESSION!