



10 Step



STRATEGIC
PARTNERS

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!



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!

Better Marketing
Means Better Business



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

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:

YES NO

☐☐

Review your current objectives to see if they fit SMART criteria.

☐☐

Determine whether your current objectives align with your overall business goals and support your vision for your company.

2. Understand Your Target Audience

You can't create a targeted marketing message without a clearly defined target audience! You need an in-depth understanding of your ideal clients- who they are, what they're struggling with, and how your business can solve their problems. To gain clarity on your target audience, you should:

YES NO

☐☐

Review your customer personas. Are they up-to-date and reflective of your actual ideal customers?

☐☐

Evaluate the needs and pain points of your audience. Are you addressing them accurately and effectively?

☐☐

Analyze your messaging and content. Is it resonating with your target audience?

3. Evaluate Your Unique Value Proposition (UVP)

Other businesses may offer similar services, but no one does it quite like you! The features that make your business unique and set you apart from your competition are known as your Unique Value Proposition (UVP). It's important to define your UVP so you can make it a central part of your marketing strategy. The best way to evaluate your UVP is to:

YES NO

☐☐

Review your messaging across all channels. Is your UVP evident and compelling?

☐☐

Determine if your UVP effectively differentiates you from your competition. Compare your UVP with your competitors'. Are you standing out in a meaningful way?

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:

YES NO

☐☐

Review your analytics. Can you clearly pinpoint the channels that are driving the most traffic?

☐☐

Identify your top performing channels. Are you investing most of your time and money in those platforms?

☐☐

Are you optimizing a multi-channel approach by integrating all marketing efforts including social media, email, and SEO?

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:

YES NO

☐☐

Evaluate and audit your current content library. Does it speak to your target audience, address their needs, and align with current industry trends?

☐☐

Is your content optimized for SEO using relevant keywords, meta descriptions, and SEO best practices?

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:

YES NO

☐☐

Do you know which platforms your target audience prefers?

☐☐

Review your engagement metrics. Is your content driving connections and conversations?

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:

YES NO

☐☐

Analyze your email performance. Are your open and click-through rates meeting your goals?

☐☐

Are you experimenting with a variety of subject lines, content, and timing to fine-tune your strategy and improve your results?

☐☐

Are you creating personalized emails and tailoring your content to resonate with each segment of your target audience?

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:

YES NO

☐☐

Review the performance of your paid campaigns. Are they driving conversions at a sustainable cost?

☐☐

Evaluate your targeting strategy. Are your ads reaching the correct demographic and bringing real results?

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:

YES NO

☐☐

Check out your competition. Do you feel that your content strategy is outperforming theirs?

☐☐

Have you identified areas where your competition is excelling and incorporated those elements into your own strategy?

☐☐

Are you staying on top of industry trends and pivoting your strategy as new trends and developments emerge?

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:

YES NO

☐☐

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!**