

10 Actions to KICKSTART YOUR 2022 MARKETING



CLAIRE BEST
MARKETING

- GOAL** Set yourself a goal for 2022 (sales revenue, new customers, website visits)
- REVIEW**
- Review your social media posts and blogs and see which have most interaction (likes, comments etc)
 - Use Google Analytics - how has your traffic changed in 2021? Which are your best pages?
 - Look at all your marketing materials together (including the website) Are they consistent?
- PLAN**
- Do some research - what do your customers want, what would make them buy from you?
 - Write 5 things about your ideal customers e.g. what they like, where they shop, demographics
 - Write a message for customers - why should they choose you? How do you want them to see you?
- ACTION**
- Commit to how many blogs, social media posts you will write in Q1 2021
 - Set up Google My Business or commit to updating / posting once a month in Q1
 - Based on your review section write 3 activities you want to complete in Q1 2021

Feel free to send me your 3 actions and I will help you to stay accountable.
If you need some support completing this please get in touch.

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