

Strictly Digital Online

our clients create more leads and gain customers with our proven system

Marketing Improvement Worksheet

1. Current Marketing Analysis

a. What marketing channels are you currently using? (e.g., social media, email, website, print, etc.)

b. What types of content are you currently producing? (e.g., blog posts, videos, newsletters, social media posts, etc.)

c. Which marketing efforts have been most successful? (Provide data/metrics if possible)

d. Which marketing efforts have been least successful? Why do you think that is?

2. Marketing Goals

a. What are your overall marketing goals? (e.g., increase brand awareness, generate leads, boost sales, etc.)

b. What specific, measurable goals do you want to achieve in the next 3-6 months? (e.g., gain 1,000 new social media followers, increase website traffic by 20%, etc.)

3. Target Audience Identification

a. Who is your ideal client? (Demographics, interests, travel preferences, etc.)

b. What problems or pain points does your ideal client face that your services can solve?

c. Where does your ideal client spend their time online? (Social media platforms, forums, websites, etc.)

4. Content Development

a. What types of content will resonate most with your target audience? (e.g., travel guides, destination spotlights, travel tips, client testimonials, etc.)

b. What are some specific content ideas you can create?

c. How can you repurpose existing content to reach a wider audience?

5. Campaign Planning

a. What campaigns can you run to achieve your marketing goals? (e.g., social media campaigns, email marketing series, contests, etc.)

b. What is the timeline for each campaign?

c. What resources and tools will you need to execute these campaigns? (e.g., graphic design tools, email marketing software, scheduling tools, etc.)

d. How will you measure the success of each campaign? (Key Performance Indicators - KPIs)

6. Budgeting

a. What is your marketing budget for the next 3-6 months?

b. How will you allocate this budget across different marketing channels and campaigns?

7. Reflection and Adjustment

a. How often will you review your marketing efforts and adjust your strategies?

b. What will be your process for making adjustments based on performance data?

This worksheet is designed to guide you through a comprehensive review and planning process, helping you to systematically improve your marketing efforts

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