

# MARKETING CHECK LIST

## 5 Easy Steps to Implement this Year to Increase Engagement!



Evaluate your website to see if it's mobile-friendly and easy to navigate on several devices.

Audit content to ensure that there is accurate information on the site.



Determine ROI of digital ads to see if they are generating enough leads to justify the CPI (cost per impression).

Refresh your messages (copy and imagery).



Develop monthly content calendar (newsletters, ebooks, whitepapers, blogs, etc.).

Audit content from last year to evaluate what themes, topics, ideas had the highest performance.



Create a Monthly Social Media content calendar.

Audit content to determine if posts are generating comments, shares, likes.



Update email subscriber list and remove anyone who hasn't opened emails in over a year.

Analyze the open rates and CTRs (click-through rates) from last year to see what subject lines and CTAs (calls to action) are working best.