

GAME'S ON

HOW TO GET YOUR MARKETING READY FOR 2025

We often spend the second and third quarters of the year with our heads down, working on selling, signing, producing, and supporting customers. As we focus on the steps to build and run a successful business, it's essential to look up and start planning for the next year.

things to consider:

☐ ANALYZE 2024 KPIS & RESULTS –

Dust off your 2024 plan, gather all your analytics, add up your marketing expenses for the year, and connect the dots to uncover success, failures, and ultimate ROI.

☐ SET GOALS FOR 2025 –

Trillion dollars of growth is a great goal, but perhaps not realistic. Get as granular as possible to understand what success looks like in Q4 2025. How will you know what you're working towards if you don't know where you're aiming?

☐ PLAN 2025 BUDGET –

Put together your numbers, whether you invest in marketing on a percentage of your gross profit, set aside funds for projects, or budget for monthly spending.

☐ COMPETITIVE REVIEW –

Check in on your main competitors to understand what's changed in their business and look for opportunities to unseat them with your expertise.

☐ CUSTOMER SURVEYS –

Schedule time with your Top 20 customers and ask what you did right, where you need to improve, and how to win more of their trust in 2025.

☐ CLARIFY POSITIONING & MESSAGING –

Weigh the feedback you get from customers and the perspective you get from your competition and ensure that you continue to stand out in all of your marketing, advertising, and communications efforts.

☐ REVIEW VISUAL ASSETS –

Make sure your product, plant, and people photography and videography reflect your current state so that you won't be caught flat-footed in Q1 2025.

☐ CLEAN UP YOUR TECH STACK –

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☐ BUILD THE CALENDAR –

From seasonal pushes to trade shows to planned openings, get those dates on a calendar and work backward to launch efficient and cost-effective campaigns.

☐ GO –

Set up your team for success with transparency in goals, budgets, and plans for 2025, and get moving!