

Marketing Strategy Workbook





Marketing objectives

What are 4 achievable objectives that you have for your marketing this year?

Objective 1

Objective 2

Objective 3

Objective 4

Digital Audit

Digital Marketing Audits are important tools to help you assess and examine all aspects of your digital marketing and digital presence. Use the checklist below:

Social Media

Having a social media strategy helps you have clear goals on your efforts. Are your social media profiles set up? How is your engagement? Has brand awareness grown?

Branding

Logos/Graphics

Social media strategy

Social media training

Website:

Technology is constantly changing and your website probably is, too. Are all of your links working? Are all images uploaded and working? Is your metadata good? Is all information up to date?

Ecommerce

Website Updates

Web building

Website training

Other

Staying on top of your digital presence is important. Use the checklist below to see what else you might need to update.

Domain name

Customer database

POS Solution

Search Engine
Optimization

Workshops

Google Business Profile

Digital tools

CRM Software

SWOT Analysis

Doing a SWOT analysis specifically for marketing can better help you see where you can succeed and where you need improvement.

Strengths

Weaknesses

Opportunities

Threats



Hashtags

Do some research on the hashtags that work for your industry and write them down here.

Suggested Marketing timeline

Now that you've done the research, make a rough timeline to reach your objectives.

Jan-Mar

Mar-Jun

Jun-Aug

Aug-Dec

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2022 Algorithms

- Instagram:**
- Relationship: Do you follow each other? Do they often engage in your posts?
 - Posting specifically when your following is online.
 - Carousels are the boosted before standard 4x4.
 - Instagram Reels (voice overs, videos, informational pieces)

- Facebook:**
- Keywords, not breaking advertising law and codes.
 - 'No questions asked' advertising.
 - Aim for love over likes.
 - Posting when audience is online.
 - The new Facebook 'faving' option.

Algorithm for Ads

- Do**
- LinkTree posted in bios. Instagram does not allow clickable links, LinkTree will give all of your information without overwhelming your bio.
 - Multiple smaller ads for the same post targeted to different demographics.
 - Keep captions short and simple.

- Don't**
- Facebook and Instagram watch for deceptive ads (asking questions, giving false outcomes) and will ban you from advertising or possibly remove your accounts.
 - An overdo of text on graphics or description will lower your reach.
 - If 20% of your graphic is text, it will get removed.
 - Targeting the same demographics will lower your engagement over time.
 - The more you pay for advertising, the less organic engagement you will receive.

New marketing strategy

Your marketing strategy should be re-evaluated and edited at least once a year. Below you should fill out 4 strategies that you want to work on throughout the next year based off of the work you have done so far.

Strategy 1

Strategy 2

Strategy 3

Strategy 4

Contact



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