

Week 30 Focus – Marketing Review

Focus Question: What's working and what's not?

DESCRIPTION

In this week's focus, we're taking stock of different marketing approaches – what is working and what is not. We've spent several weeks exploring different promotional strategies, including LinkedIn and Instagram.

Building a regular practice of doing a review of what's working, and what's not, around marketing in your business, can save a lot of time in the long run.

Some of the things you will want to consider as you go to do a marketing review are:

1. Note metrics. What things are getting traction? What's getting read? What's not?
2. With certain posts, is there a tweak or adjustment you can make?
3. What posts could be repurposed and republished in other ways?
4. What are the items that you could use for redistribution?

ACTIVITY

Note the data you are tracking. From a high-level overview what does it indicate?

Looking to each of the marketing items you track, which one is progressing as you would like it to?

If you have multiple posts, which ones are working best?

Which ones are not getting traction as you would like?

Are you tracking the things that you want?

Where is your energy and enjoyment with this process?

CONNECTION TO THE COACHING BUSINESS BUILDER/PLANDOTRACK WORKBOOK AND PLANNER

Review the metrics you have which may be part of:

- The Monthly Daily Tracker
- Taking Stock – Monthly Reflections (refer to Key Metrics)
- Monthly Content Trackers
- Monthly Content Journals – One Line a Day
- Don't Just Do It Once! Scaling Content



*"Twice and thrice over, as they say, good is it to repeat and review what is good."
- Plato*