

Spring Clean Your Marketing

A CHECKLIST

YOUR BRAND

Revisit your brand identity - are your values, beliefs, etc. still the same or have they changed?

Take another look at your ideal target and refine as necessary based on your learnings

Refresh your logo, color palette, and fonts as needed (note this does not need to be done every year)

YOUR WEBSITE

Read through your site with fresh eyes and change any content that's outdated

Update your photos and visuals, including any photos of yourself and your team

Refresh your portfolio and add in new projects you've been working on

Double check your links and buttons and make sure all of them redirect correctly (you're blog too!)

Review your pricing and products/services - do you need to up your rates or add in new packages?

Check your website speed to ensure it's optimized for SEO

Double check your site's mobile responsiveness by viewing it on different devices and web browsers

Make sure all your plug-ins are up to date - you should do this all the time, but doesn't hurt to do a quick check while you're doing everything else :)

YOUR COMMUNICATIONS

Do a hashtag audit - are the hashtags you're using still valuable? Are there new ones you should add?

Consider giving your social media templates a makeover, or at the very least, a facelift

Identify your best performing social media content and consider tweaking your strategy accordingly

Review your collateral and make sure all content and photos are up-to-date

Do a keyword audit - identify any new keywords that need to be added to your strategy and add them in the content on your site