

2022 Marketing Reflections Worksheet

Sometimes it's hard to see the marketing road ahead, until you take a minute to look back and reflect. Before we **BID ADIEU to 2022**, let's see what worked and didn't this past year, with our marketing worksheet overview.

WHAT PROMOTION OR CAMPAIGN PERFORMED BEST THIS YEAR?

WHAT WERE YOUR TOP 3 TARGETED GOALS?

WHAT WERE YOUR TOP 3 PERFORMING MEDIA CHANNELS? (IE. SOCIAL MEDIA, EMAILS, TARGETED ADS, ETC)

WHAT DOES YOUR TOP 3 CONTENT MIX CONSIST OF? (IE VIDEO, BLOGS, GRAPHIC BANNERS, ARTICLES, ETC)

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DEFINE YOUR YOUR IDEAL TARGET MARKET OR CLIENT PERSONA?

HAVE YOU UPDATED YOUR WEBSITE CONTENT & SOCIAL PROFILES?

HAVE YOU DONE A FULL WEBSITE AUDIT?

WHAT IS YOUR BEST FORM OF LEAD GENERATION THIS YEAR?



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ARE YOU MONITORING YOUR WEBSITE TRAFFIC, GOOGLE ANALYTICS, SOCIAL MEDIA DATA ?

ARE YOU MAINTAINING YOUR BRAND STANDARDS CONSISTENTLY ACROSS ALL PLATFORMS?

ARE YOU KEEPING AN EYE ON YOUR TOP 3 COMPETITORS?

GET AN EXPERIENCED TEAM ON YOUR SIDE!

That's where we come in! Street Studio Creative will help build a marketing and branding strategy with **planning, passion and purpose**. Let's collaborate and find solutions to streamline an achievable marketing strategy for 2023!

SCHEDULE YOUR MARKETING REVIEW AT
[STREETSTUDIOCREATIVE.COM](https://streetstudiocreative.com)