



### Use what you've learned to inform your planning

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- Review the lessons you've learned in the past year
- Discuss your goals for the new year
- Map out the strategies and tactics needed to reach your goals
- Determine measurable KPIs for each goal you've selected
- Calculate your yearly marketing budget
- Assign the work necessary to achieve your goals

### What's typically included in a marketing plan?

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- Market research (focus groups, client interviews, surveys, social listening, etc.)
- Visual assets marketing (photography, video, graphics, etc.)
- Advertising (digital, print, etc.)
- Public relations (press release distribution, PR representation)
- Social media (posting, engagement, and monitoring)
- Direct marketing (email, list generation, snail mail, etc.)
- Content marketing (blogs, podcasts, case studies, e-books, etc.)
- Business collateral (sale sheets, business cards, booklets)
- Event planning and support (webinars, trade shows, etc.)
- Website updates and maintenance (web development, hosting, web management)