Before moving forward, it’s important to take a step back and evaluate your current marketing tools and strategies to identify what is working well and what needs improvement. This helps you understand your strengths and weaknesses and allows you to set clear, next actions.

As you review your marketing efforts, ask yourself:

1. Have my marketing efforts been consistent?
2. Are any of my marketing channels more effective than others?
3. Do I need to update or add any additional marketing tools to achieve my goals?
**Review**

**Your online marketing channels and tools**

The key tools for successful marketing include (but are not limited to) your social, email, text, and website. These tools allow you to expand your reach by providing opportunities to continuously communicate with your audience and add new people to your lists.

**Social**

View this as rented land for engagement and awareness. Your social media efforts should:

- Focus on one main channel
- Engage consistently
- Move people to your owned properties: website, email, and text lists.

**Questions to ask yourself:**

- Are the right people engaging with my posts?
- Am I pointing people back to my website?
- Is one social channel performing better than the others?

**Email/Text**

Communicate directly with your proprietary contact lists to drive action. When it comes to email/text, you should:

- Use email for longer, more complete information and use text for timely, succinct promotions and communications
- Automate repetitive emails
- Segment lists based on customer interests, demographics, and/or shopping habits

**Website**

This is your online home base and what people should find when they search for you. Your website should:

- Be mobile-responsive and have a modern design
- Have at least three main pages: Homepage, About Us, Contact

**Questions to ask yourself:**

- Does my site have complete and up-to-date information?
- Are the right people visiting?
- Where are they coming from?
- Are visitors taking the next step?
- Am I using free and paid tools (search ads, review sites, social) to get more visitors?
Plan
Set practical, real-world goals

Having a clear plan is essential to successful marketing. Define realistic, practical goals you want to focus on. This keeps your efforts focused and achievable — remember, done is better than perfect.

As you begin to define your goals, here are two questions to ask yourself:

1. Are there new things I need to implement? (add pages to my website, pick a focus social channel, or automate some marketing)

2. Are there existing things I can improve upon? (grow my contact list, capture more sales from my online store, or get more year-end donations)

Once you have answered these questions, formulate three goals you want to focus on for the next year (or other pivotal periods of time, like the holiday season, back-to-school season, etc.). Write them down.

Example goals:

1. ____________________________________________
   ____________________________________________
   ____________________________________________

2. ____________________________________________
   ____________________________________________
   ____________________________________________

3. ____________________________________________
   ____________________________________________
   ____________________________________________

- **Website:** Optimize for mobile
- **Email/Text:** Add 100 new subscribers
- **Social:** Create a consistent social media calendar
Execution is where the rubber meets the road. Now that you have defined your goals and created the foundation of your plan, put it into action by allocating resources and consistently implementing your strategy. Scheduling time in your calendar can help you hold yourself accountable. Then, as you work toward your goals, regularly monitor your progress and adjust your plan accordingly.

1. **Create your mobile-responsive website**
   - Who is it for?
   - What should they do next? (CTA)
   - Test on mobile devices

2. **Capture email addresses/mobile numbers from the website and social media**
   - Create an offer to attract subscribers: promotion/discount, exclusive content
   - Add sign-up forms and pop-ups to your site
   - Create a sign-up landing page and promote on social media
   - Level up with an ad on FB/Instagram

3. **Implement email marketing automation**
   - Create a welcome series
     - Email 1: Welcome/delivery
     - Email 2: Invitation to connect
     - Email 3: Things to know
     - Birthday/anniversary
     - Abandoned cart

4. **Interact and engage on a focused social media channel**
   - Repurpose existing content to use on social
   - Raise awareness
   - Support customers
   - Drive action
Diligently reviewing your marketing strategies and tools, creating a plan to reach your goals, and executing well-defined strategies allows you to establish a strong foundation for online marketing success. Remember to continuously review your efforts so you can adapt your goals and strategies as the online marketing landscape continues to evolve.

See how Constant Contact can help you achieve online marketing success

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