

# SPRING CLEANING YOUR MARKETING STRATEGY:



## Design

- Refresh Your Profile Images and Social Media Advertisements
- Update Your Logo
- Refresh Your Branding on Digital and Marketing Collateral
- Look at Your Website from a Visitor's Perspective



## Development

- Make Sure Your Software is Up-to-Date
- Optimize Your Site's Speed
- Scan Your Site for Visible Errors



## PPC

- Pause Out Low Performing or Low Quality Keywords
- Stop Wasted Spend on Mobile Apps or Irrelevant Website Placements
- Refresh Old Ad Copy



## Content

- Conduct a Content Audit
- Examine Existing Content & Remove or Rewrite Redundant Information
- Brainstorm Topics & Build a Content Calendar



## SEO

- Review Your SEO Tags
- Review, Delete, and Update Your Blog Articles
- Check Old Links



## Social

- Make Sure Your Content is Appropriate for Your Brand and Target Audience
- Review and/or Update Your Business Profile
- Only Utilize the Platforms that Are Best For You