High-Impact Marketing Checklist

Dynamic Marketing

☐ **Does it directly target your key audience?**
- Ensure the activity is aimed at your most profitable or engaged customer segment (e.g., top 20% of customers or high-converting prospects).

☐ **Is it focused on driving revenue?**
- Will this activity help increase immediate sales, upsell existing customers, or improve conversion rates within a short timeframe?

☐ **Has it worked in the past?**
- Review if this marketing tactic has already proven effective for your business or industry. Avoid untested strategies during crucial periods

☐ **Can it be implemented quickly?**
- Consider whether the activity can be launched within days or weeks, rather than requiring extensive setup or long-term planning

☐ **Is it cost effective?**
- Evaluate the return on investment (ROI) potential. Is the cost of running this campaign or tactic justified by the potential returns?

☐ **Does it use existing channels and assets?**
- Can you use current resources, such as an established email list, social media following, or existing content, to execute this activity efficiently?

☐ **Will it engage your current customers?**
- Activities that engage or nurture existing customers, such as loyalty offers or personalised emails, tend to have higher success rates and faster payoffs

☐ **Can results be tracked?**
- Ensure there are clear KPIs (e.g., conversion rate, click-through rate, engagement rate) that allow you to monitor performance and adjust if necessary

☐ **Is it aligned to year-end goals?**
- The activity should directly support your specific objectives, such as hitting a sales target, increasing average order value, or improving customer retention.

☐ **Does it offer a competitive edge?**
- Consider whether the marketing activity will differentiate you from competitors, such as offering something unique that rivals don't provide, like exclusive discounts or value-added services.

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