



CHECKLIST:
7 Summer Strategies for Marketing Success

Take advantage of the nice weather, home office, quieter work week, but still show your boss that you've been productive and are achieving your goals!

1 – Pull together your mid-year reporting

Not only will you save time at year-end, but you'll gain insights into what's working, and what isn't so you can make course corrections for positive impact before year-end. *Start with attribution reporting:* <https://bit.ly/2CmAemv>

2 – Develop or update your nurture strategy

Make sure your nurture and nurture strategy align with the current state of life! Lead a virtual brainstorming session with your team to get started or reexamine your current nurture messaging - you can sit outside in the sun to get thinking outside the box! Scribble down your notes and then come up with the execution plan inside, on a rainy day.

3 – Write the blog post you've been putting off

This is a great activity to do in an inspirational spot of your choice – while some of the BEST literature was drafted outdoors... find that inspiration with sunscreen and don't forget to social distance!

4 – Update your lead scoring model (or create one)

Take a day to step away from the usual work routine and redefine your logic. Start with a clean slate and ask yourself what factors impact a lead's value at this point in your business and put together your draft model to review with your company's Sales team.

5 – Review your email or landing page templates

Assess how they're performing, how they're rendering, and brainstorm some new, fresh design ideas. Test something new to see if it outperforms your winners.

6 – Talk to your customers and prospects

Get on the phone, or better yet, set up some virtual facetime with your customers and prospects! Ask them about the experience they had when searching for your product or service and learn what it's like to on-board as a new customer! Everything they say can be helpful to drive your vision, branding efforts, or a new approach for the Fall season.

7 – Evaluate your MarTech stack

Know what you have, what is providing added-value, and what isn't. Got a list of requirements that you'd love to see in your technology? Review your current stack with your wish list and see where you can streamline your tech and company's martech budget. *Use this toolkit to get started:* <https://bit.ly/3deqxdl>