



2025 Marketing Checklist

10 Key areas for founders to focus on

Prepare your business for **growth in 2025** by focusing on these important marketing elements.

Deepen Your Customer Understanding

- ☐ Refine your Ideal Customer Profile (ICP)
- ☐ Conduct in-depth customer research (surveys, interviews, feedback)
- ☐ Identify new customer segments or evolving needs

Sharpen Your Messaging

- ☐ Ensure your brand voice is clear, authentic, and resonates with your audience
- ☐ Audit current messaging for alignment with customer pain points
- ☐ Update your value propositions to reflect recent market trends

Focus on Value-Driven Content

- ☐ Plan a content calendar that prioritises thought leadership and educational pieces
- ☐ Incorporate customer success stories and case studies
- ☐ Explore new content formats (video, podcasts, webinars)

Use Data-Driven Insights

- ☐ Implement a robust analytics system to track KPIs
- ☐ Set up marketing automation and CRM tools to optimise lead nurturing
- ☐ Regularly review and adjust campaigns based on performance data

Embrace Innovative Technology

- ☐ Investigate AI and automation tools to personalise customer experiences
- ☐ Leverage tools like chatbots, email automation, and CJM
- ☐ Keep an eye on emerging tech trends that could give your brand a competitive edge

Develop a Multichannel Strategy

- ☐ Ensure your website is optimised for SEO, speed, and usability
- ☐ Build a social media strategy that engages your audience across platforms
- ☐ Incorporate email marketing and nurture sequences

Focus on Your Brand's Digital Presence

- ☐ Conduct a website audit: Is your design up-to-date and user-friendly?
- ☐ Refresh your LinkedIn and other social profiles to reflect your 2025 vision
- ☐ Monitor and update your online reviews and reputation

Build Strategic Partnerships

- ☐ Identify potential partnerships (affiliates, influencers, complementary businesses)
- ☐ Create a plan for co-branded campaigns or content collaborations
- ☐ Engage in industry communities and events

Prioritise Customer Retention

- ☐ Implement loyalty programs or exclusive offers for your top customers
- ☐ Use personalized follow-ups and feedback loops to deepen customer relationships
- ☐ Track and improve customer satisfaction and NPS

Plan for Flexibility & Agility

- ☐ Set aside a flexible budget for new opportunities or market shifts
- ☐ Be prepared to pivot strategies based on industry trends or customer feedback
- ☐ Encourage your team to experiment with new marketing tactics

