

12 Marketing Makeover Tips for the New Year

By Sandy Hibbard January 2024



Crafting a Brand that is....

BOLDER, BIGGER, BRIGHTER

The New Year is here, and it's time to kickstart your marketing in a way that's as exciting as discovering Wi-Fi on a remote island. 😊 There is too much noise out there, and a lot of static that makes it hard for your prospective client to discover you! It's time to whip your marketing strategy into shape – think of it as a fun workout for your brand.

Whether you're a newbie entrepreneur or a seasoned pro, this step-by-step guide will help to energize your entire business game for 2024.

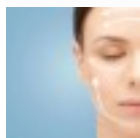
Let's get started with 12 actionable steps for a marketing makeover.

Step 1: It's Time To Blast Off!



The first step is all about taking that exhilarating leap into the unknown. Embrace the new year with enthusiasm and leave your marketing hesitations behind. Assess what's working and what's not. Trim the fat by identifying past marketing mistakes and make a fresh start. Don't be afraid to do something new and different. It's time to soar like a rocket, no seatbelt required!

Step 2: The Visual Facelift – A Brand Makeover



You don't want your brand to look like it's been partying too hard, do you? Start the year with a brand makeover. Update your logo, color scheme, social profiles, website. Create new marketing graphics and get artsy! Design visuals that are more captivating

than a magic show. Experiment with colors, fonts, and graphics to create your marketing that will leave your audience spellbound. When that's done, you will want to take those updates and streamline them across all your marketing efforts to make the magic happen.

Make sure your brand represents the confident, evolved entrepreneur you've become.

Step 3: The Content Crunch



Dig into the delicious content buffet! Experiment with different types – stories, posts, reels, blogs, videos, podcasts, articles, infographics, memes. Mix and match until you discover your secret formula for engagement.

Create a content plan that's more addictive than Netflix!!! Fill it with engaging blog posts, videos, and social media goodies. Content is king and you are the ruler over THIS kingdom, so make it shine.

Step 4: A Blog That Doesn't Yawn



Spruce up your blog! Think of it as your best friend in the online world. Your blog should be a source of energy, information, and entertainment. Freshen up your content, tell compelling stories, repurpose old content, and make it engaging! Don't have a blog? SERIOUSLY – Your marketing makeover needs to include a blog. Time to think about adding a blog to your website and filling it with content that will answer your prospects and clients

questions, inform and educate! Call me if you need help here....
Sandy: 214-208-3987.

Step 5: The SEO Safari



Take a trek into the SEO wilderness. Learn the secrets of search engine algorithms like a true explorer. Find those keywords like hidden treasures, and make your website a well-marked trail in the dense jungle of the internet. SEO is not for the faint at heart, get some help! You don't have to spend a lot of money, but adding money into your budget for basic SEO is just a smart thing to do.

Step 6: Social Media Spring Clean



With this marketing makeover you need to get your social media in order. Clean up your profiles, update profile pictures, and remove those irrelevant posts from the dark ages. Make sure your social media profiles reflect your brand's current state. Optimize each of your accounts for your business with location, contact info, and key words, don't waste the opportunity this free marketing offers, make it count! Enough said, now go get busy!

Step 7: Email Marketing: Get to the finish line with your email marketing



Get ready to run a marathon of emails! Craft the perfect subject line to give your audience a head start, and keep the email race exciting with engaging content that entertains, informs and

educates. The finish line? Increased engagement and conversions!

While you're at it, for a real email marketing makeover, clean up your email list, update your email signature and call to action. Make sure you are using the most effective email client and not overpaying. Finally, weed out the inactive subscribers and breathe new life into your email marketing.

Step 8: Video Marketing: More Fun Than Cat Videos



Video marketing is your new best friend. It's engaging, it's fun, and it's as addictive as cat videos. Create short, snappy videos that tell your brand's story, use longer videos that answer questions and engage your audience. Capture the essence of your brand and entertain your audience with captivating video stories. Do a marketing makeover on your video style, change backgrounds, go outside on location, have more fun, mix it up! There are so many ways to use video: Posts, Reels, Stories, Youtube Shorts, and even your own video podcast!

Step 9: SEO – Seducing Google



Make Google your BFF. Your website's SEO is like seducing Google into promoting your site. Optimize your content for search engines to increase your online visibility.

Analytics isn't just for the nerds. It's like having a crystal ball for marketers. Dive into your website and social media analytics. Learn what works and what doesn't. Use data to make informed decisions. Get help if it's too much over your head, there are

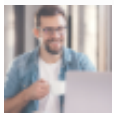
experts out there that can give you a marketing makeover just by looking at and explaining all the numbers.

Step 10: Collaborate with Influencers – Making Friends with Cool Kids



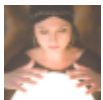
Influencers that specialize in your same field are a way to get in the door and make more friends, reach more potential customers and increase engagement! Collaborate with them for a fresh perspective and broader reach. It's like making friends with the popular crowd and getting free feedback/advice on your content.

Step 11: Consistency – Like Your Morning Coffee



Consistency is your brand's morning coffee. Be consistent in your branding, content, and posting schedule. It's the secret sauce for brand recognition. Let me repeat... It is the SECRET SAUCE!

Step 12: Customer Feedback – Because You're Not a Mind Reader



You're not a mind reader. Collect and value customer feedback. It's like tuning into their thoughts and understanding their needs.

Set up a system to collect customer contact information and ask them for a review. Stay in touch with them. They are your gold and their opinion of you is everything!

Conclusion: Cheers to a 'Bigger and Brighter' Marketing Year

Once you've completed all the steps, remember – it's not a one-time thing. Marketing is an ongoing adventure. Repeat the fun, refine your strategy, and keep the energy high!

Here's a secret: Marketing doesn't have to be a daunting task. It can be as exciting as a roller coaster ride, as hilarious as a stand-up comedy show, and as entertaining as a blockbuster movie. As an entrepreneur, you're the star of this show, and your marketing journey is the adventure of a lifetime. So, take these steps, infuse them with your unique style and humor, and get ready for a year of marketing magic. Shape up your marketing strategy and make this new year the most memorable one yet. Your audience is waiting to be entertained, engaged, and delighted.

Happy marketing, and here's to a year filled with excitement, success, and plenty of laughter! 🚀 🎪 🎉



P.S. I know that making the right decisions with your marketing budget is crucial to your brand's success. With my 25+ years of industry experience in marketing and creative design I can help you build, create content, and implement your business marketing plan for a fraction of the cost of hiring a full time Marketing Department.

Sandy Hibbard Creative can help you build your strategy, run your campaigns, and create great content for your social media posts that will help build traction in your overall marketing. We help create your story! Contact me and let's talk to see how we can work together – 214.208.3987.7