



2025 Marketing Checklist from The MMC Agency

1st
STEP

Complete Your 2025 Business Plan

Things to think about

- Have you wrapped up your 2025 business plan?
- Are vision, goals, and success KPIs clearly outlined?
- Has a marketing budget been established for this year?
- Has the plan and budget been communicated with the marketing team?

2nd
STEP

Review Your Website

Things to check

- Brand clarity and consistency
- Content - both written and visual
- Outdated events / team members / services / locations / copyrights
- Broken links or contact forms
- Mobile experience
- Overall site speed and ease of use
- SSL certificate / plugins

3rd
STEP

Do you have (or need) a plan?

Things to investigate

- What marketing are you currently doing (newsletters / social media / blogs / flyers / ads / expos / SEO)?
- What results are you tracking and where is more tracking necessary? A good place to start is with Google Analytics, Google Search Console, reports that show engagement on your social media channels, newsletter campaigns, etc.
- Are there any marketing efforts you want to try this year and do you know what they will cost?
- Do you have a strategy, and if so, what needs to be done for a new year (how did your audience, offerings, or results shift)?

Have questions or want support in 2025?

Visit www.themmcagency.com or call **321-234-3955** for a free consultation.

Let's chat!