



Paige | Black

Relaunch Your Marketing Checklist

Before you continue with or launch any new marketing, use this checklist to determine if you're positioned well for the current environment. [Reach out to us](#) if you need help getting your marketing aligned with the new, digital-first world we are in.

-  **We've aligned our marketing with our new sales goals.**
Marketing sells conversations. Is your marketing message designed to sell the conversation you can have now? What used to be possible is different now, so evaluate your marketing in light of the new conversation you're selling.
-  **We've aimed our marketing at solving problems customers have now.**
Buyers have different challenges now, and with that comes a whole slew of other questions they need you to answer. Are your marketing assets relevant to the challenges customers face now?
-  **Our marketing is strategic and based on market research.**
Ideally, you always base your marketing plan on your organization's strengths, weaknesses, opportunities, and threats (SWOT), competitor analysis, target market research, and other key research findings. All of those data points have likely changed. Have you updated your SWOT since the pandemic? Have you re-examined your competitors and target markets? Things have shifted. You must base your marketing strategy on today's research findings.
-  **We've retooled our messages.**
If your target markets have changed, your messaging needs to change too. Think through your value propositions and differentiators. Are these the points that matter most to your new target markets? Are you speaking in the tone and language of these new markets?
-  **Our marketing campaigns are measurable.**
No matter what kind of marketing campaigns you run, they have to be measurable, or you're wasting precious time and money. Before you deploy it, decide what the KPIs are and have a plan for who will measure the outcomes, when, and how often.
-  **Our marketing is visually current and compelling.**
Brands have overused the coronavirus molecule. Update this tired visual. Photos of people in meetings sitting next to each other may not be the right message for your website, brochures, and other marketing collateral due to social distancing measures. Re-evaluate all your visuals for marketing "tone-deafness."