



FALL CLEANING CHECKLIST

MOVE FROM COBBLING TO THRIVING IN THESE FIVE AREAS OF YOUR MARKETING PLAN.

Cleaning, or taking account of our actions over the past six months, feels like a chore that we keep pushing off. After all, we all jumped feet first into COVID's impacts and managed each wrinkle with the precision of a ninja and the comfort of a fleece blanket. At least after the initial shock wore off!

This simple checklist is intended to guide you in five areas of marketing that could use some housekeeping now more than ever, to prepare you for remaining months of 2020 and in turn, the year ahead. Consider each marketing discipline and the activities within each to ensure your brand is adapting to the evolving expectations of B2B and B2C communications.

1 BRAND RELEVANCY

- ☐ Identify the evolving needs of your customers, given the new circumstances
- ☐ Revisit your mission statement to ensure it reflects your brand's culture in an authentic way
- ☐ Consider your brand positioning to ensure it serves your customers, given their evolving needs
- ☐ Evaluate your brand's message pillars, voice and tone to ensure they align with your customers
- ☐ Be transparent, creating opportunities to strengthen your customers' trust

[Click here](#) for more tools and resources on brand relevancy.

2 INTERNAL COMMUNICATIONS

- ☐ Audit channels for effectiveness every six months
- ☐ Deploy a survey regarding the value of communications at least every six months
- ☐ Announce the cadence of communications to all members of the marketing team
- ☐ Consider new channels every six months to meet employee needs
- ☐ Pair communications to those of the customer base (i.e., shared messages)

[Click here](#) for more tools and resources on internal communications.

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CONTENT MARKETING

- ☐ Review and refresh analytics every six months
- ☐ Review new forms of content and a test every six months
- ☐ Produce at least one piece of “compounding content” each quarter
- ☐ Develop a campaign every six months targeting a specific, measurable objective
- ☐ Consider market feedback updating the corporate website

[Click here](#) for more tools and resources on content marketing.

4

DIGITAL RESOURCES

- ☐ Evaluate website engagement and opportunities to improve the user experience
- ☐ Review and update content to reflect the most up-to-date information about your organization
- ☐ Update site or app accessibility to reflect any updates to WCAG standards
- ☐ QA test the newest available consumer devices and web browsers on owned digital properties
- ☐ Audit analytics and measurement plans to extract maximum insight from owned digital properties

[Click here](#) to learn more about how Hart can help your digital resources work harder for you.

5

SOCIAL MEDIA MARKETING

- ☐ Update response matrices to reflect the brand
- ☐ Review channel strategies at least every three months
- ☐ Set up active social listening and its core set of keywords for the brand
- ☐ Consider new channels every three months
- ☐ Communicate the escalation processes to the marketing and executive teams

[Click here](#) for more tools and resources on social media.

A lot of organizations are feeling pressure right now to determine the best way to communicate – internally and externally – through the COVID-19 public health crisis. Hart is prepared to assist marketers with relevant internal and external communications.

If you'd like counsel in any of these areas, contact us or go to hartinc.com/resources for more information. Or read more on the importance of preparing for future marketing activities in our [Fall Cleaning Blog](#).

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