



2024 MARKETING CHECKLIST

MEETING & WORKSHOP

**Intention: By end
of 2024, I will...**

**Goals: How will you break
that into small steps?**

KNOW YOUR CUSTOMER

Who are they _____

Where are they? _____

What's their
need/problem? _____

BRAND AWARENESS

Your first impression _____

Content calendar _____

ATTRACTION ACTIVITIES

Remember the
purpose _____

What is their next
step? _____

SALES

Collecting
customers _____

ASK! _____

