

December | 2020

Psalm 107:21 *"Oh that men would praise the Lord for his goodness, and for his wonderful works to the children of men!"*



Create a 2021 Marketing Strategy You're Proud of!

The New Year is approaching quickly which means your business should have some new goals for 2021. This past year has thrown countless curve balls at all of us as we adapt to the quickly changing world - which is all the more reason to analyze your marketing strategy and look for ways to not only improve but also to prepare for whatever might come next.

Review this past year and write goals for next year

The best thing you can do while putting together a new marketing strategy for a new year is review your previous year. Look at everything - your campaigns, your content, your social posts. Look at your SEO, take a look at everything that you accomplished and talk about what things you did well and what things you want to improve on. This will give you a perfect base to talk about your new goals for the upcoming year.



Talk about your target audience

Your target audience should be the base of your marketing strategy. Marketing is all about showcasing your business to your potential clients and customers. This includes doing market research and knowing who your client base is. Knowing who your clients are can help you know who it is that you want to target with your business information and products. This should be one of the first things you look at while creating a new strategy - especially because target audiences can change depending on the year and the events that surround it!



Write a strategy to help you reach your business goals

After you've reviewed your last year and written up your goals for this coming year as well as talked about your target audience. You can now start brainstorming ways to reach those goals. Talk about different strategies and things that you can do differently (or the same) in order to get the results you want.

Need Help Creating Your Marketing Strategy?

Search Engine Optimization

SEO or Search Engine Optimization is a great way to get your business seen by more potential clients in your area organically through the search engines and can be a valuable addition to your marketing strategy for this coming year.

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In Case You Missed It!



How To Create A Cohesive Brand Strategy

As a small business, it can be hard to know where to start with branding. After all, it's a whole lot more than just designing a logo and slapping it on all your company materials. Branding is the culmination of everything that your company is and stands for. It shapes how customers perceive your business and interact with your product or service.

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What You Need to Know About Google's Privacy Updates

Google is making changes in order to keep users as safe as possible. It can be scary sometimes when we put out so much of our personal information onto the web whether it's for online shopping, signing up for store perks, or paying bills. Google wants to ensure safety on their end and this is how they are doing it...

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