

December 2022

2 Corinthians 4:6 "For God, who said, 'Let light shine out of darkness,' made his light shine in our hearts to give us the light of the knowledge of the glory of God in the face of Christ."



10 Ways to Prepare for a New Year of Content Marketing

No matter what type of marketing you do, we'd guess this last year was filled with obstacles and triumphs. You also probably saw some solid wins and faced some new challenges, and now you need to prepare for a whole new year! But if one thing is true, starting a new year with a clean house and a clear strategy is the best way to set yourself up for success in 2023.

Luckily, whether you need to build something from scratch or refocus your whole team, you can do many simple tasks to improve your performance and ROI.

Let's go over a list of 10 things you can do now to refocus and realign your content marketing operations for the upcoming new year.

- 1. Revisit Your Brand Strategy**
- 2. Make Your 2023 Goals Measurable**

3. **Make Sure You Are Measuring the Right Things**
4. **Audit Your Tools**
5. **Spend Your Remaining Budget**



6. **Ask for More Budget- The Right Way!**
7. **Check Out What Your Competitors are Doing**
8. **Check-in with Inactive Contacts**
9. **Check-in with Engaged Subscribers**
10. **Check for Broken Things**

If You are Looking to Boost Your 2023 Marketing Strategy with Either Paid Facebook or Google Ads, Rebranding, Search Engine Optimization, or Even Content Writing Contact Spectrum Net Designs Today! We'd Love to Chat and See How We Can Help You Move into the New Year with a Bigger & Better Marketing Strategy! We're Excited for Another Rewarding & Challenging 2023 Year!

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Boost Your 2023 Marketing Strategy

Let's Chat!

In Case You Missed It!



5 Ways to Prepare & Optimize Your Website for the Holidays

The holidays aren't over yet and it's not too late to get your website in the mood for some holiday cheer. The holidays are a great time to freshen up your website for any newcomers and create a new fun look for your faithful and returning online visitors. The appearance of your website isn't the only thing to worry about this holiday season, with the increase of traffic and online shopping, it's important to optimize your website for the increase in traffic most businesses experience this time of year.



Email Marketing Tips for 2023

2023 will be a big year for data privacy and more important to marketers as people will look to them to protect their personal information. In addition, the downfall of third-party cookies is making it harder to target customers through paid ads so marketers are looking for a channel that enables first-party data collection. And that is where the wonderful world of email marketing comes into play! While many of you are probably already utilizing emails in your current marketing strategy, but are you using them effectively to deliver personalized content to your target audience?

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