

From Insights to Impact:

Launching Marketing Excellence in 2025

By: Sandi Owen

Evaluating 2024 Performance for Strategic Insights

- Regularly review marketing goals and KPIs
- Analyze campaign effectiveness and ROI
- Monitor performance and adjust per data

Tools for the job:

HubSpot (paid & free)

Microsoft Clarity (free)

Buffer

Zoho Marketing Plus

Hootsuite

Sprinklr Modern Analytics

SEMrush

Google Data Studio (free)

Evaluating 2024 Performance for Strategic Insights

Overview of Marketing Plan Progress

Actions/Tactics Executed YTD

- NGS newsletter ad Q1-Lego Promo: CTR Goal 4%/Actual 1%
- Value-add internal sales weekly ITK: Lego Promo
- Battery newsletter ad Q2-Battery: CTR Goal 3%/Actual 5%
- Battery e-blast Q2-Battery: CTR Goal 4%/Actual 9%

Actions/Tactics Remaining YTD

- PRT newsletter ad Q3-BOGO Promo CTR Goal 9%
- Internal sales weekly Q3 ITK: Battery
- Internal sales weekly Q4 ITK: Purification
- PRT e-blast Q3-BOGO Promo CTR Goal 5%
- Bonus e-blast Q4-Purification: CTR Goal 5%

What is Working Well

- Battery newsletter ad Q2-**Battery**: CTR Goal 3%/Actual 5%
- Battery e-blast Q2-**Battery**: CTR Goal 4%/Actual 9%

What is Not Working Well

- NGS newsletter ad Q1-**Lego Promo**: CTR Goal 4%/Actual 1%

Example format
Not real data



Gather Feedback

- Organize team debrief sessions
- Encourage cross-departmental collaboration
- Leverage intelligent listening to understand sentiment

Tools for the job:

Miro: brainstorming and visual collaboration

Google Forms: surveys

Brand24: Social listening and sentiment analysis



Optimizing Strategies for 2025

- **Reassess Vendor and Tool Effectiveness**
 - Conduct audits with each marketing tool vendor
 - Understand current usage and new features
 - Find cost-savings opportunities/adjust plans if needed
 - Ensure you have the best tools to achieve your goals





Optimizing Strategies for 2025

- **Financial Reconciliation & Budget Planning**
 - **Audit 2024 Marketing Spend vs Outcome**
Analyze spend per channel to performance/conversions
 - **Evaluate Underperforming vs High-ROI Campaigns**
Reduce/eliminate spending on low ROI initiatives
 - **Incorporate New Revenue Projections**
Include funds for testing new channels
 - **Account for Seasonal Trends & Market Shifts**
Adjust for known changes in competition or regulations
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Optimizing Strategies for 2025

- **Set SMART Goals**

Specific: Increase organic website traffic by 20% by doing X

Measurable: Generate 500 new MQLs by doing X

Achievable: Reach 25% CTR on new email campaign in the first month

Relevant: Support company's initiative to grow B2G business by 15% using a personalized LinkedIn campaign

Time-Bound: Improve website UX and reduce bounce rate by 15% by end of Q3

Communicate Insights & Build Stakeholder Engagement

- **Share insights in a collaborative environment**

Create opportunities for departments to align on findings such as quick weekly tag-ups or monthly reviews

- **Maintain continuous improvement in communication**

Create feedback loops with stakeholders to ensure clarity and relevance of shared insights



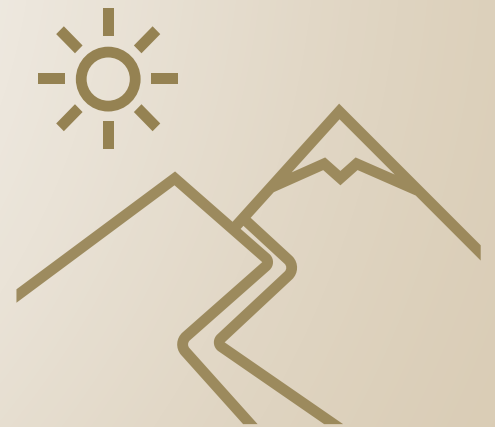


Many Ways to Use AI

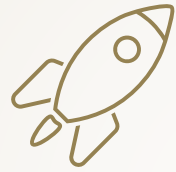
- **Enhance Campaign Effectiveness**
Analyze historical campaign data and predict strategies that will yield the highest ROI
- **Streamline Content Creation**
Develop tailored subject lines/social copy based on individual preferences and behaviors
- **Optimize Marketing Automation**
AI platforms like Seventh Sense adjust times and content dynamically for higher email engagement rates
- **Improve Customer Experience**
Chatbots can capture leads or answer FAQs on your website
- **Make Recommendations**
Leverage tools that deliver personalized recommendations for content or services based on behavior

Conclusion: Your Roadmap to Excellence in 2025

- **Review & Refine**
- **Evaluate Tools & Resources**
- **Build Stakeholder Buy-In**
- **Create a Culture of Feedback**
- **Set SMART Goals**
- **Leverage AI**



Prepare for Launch



T-Minus 21 Days!

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Resources



Adverity – consolidates data from multiple marketing platforms for instant insights into KPI performance
Answerthepublic.com – what are people searching for online
Brand24 – social listening with sentiment analysis
Brandwatch AI – social listening
Buffer - tracks social media performance and ROI across platforms
BuiltWith – identify your tech stack
BuzzSumo – analyze social media engagement
Canva – presentations, posts
Chatbots – improved UX
ChatGPT
Copy.ai – copy generation
Domo – consolidates data from multiple marketing platforms for instant insights into KPI performance
Google Analytics
Google Data Studio – integration of multiple data sources like Google Ads, social media, and CRM
Google Forms
Grammarly – content, grammar
Hootsuite – social <u>post scheduling</u> and performance
Hootsuite – tracks social media performance and ROI across platforms
HubSpot – CRM integration, marketing automation, email tracking



Resources



Jasper AI – content creation
Microsoft Clarity – track user behavior on websites and heatmaps
Miro – brainstorming and visual collaboration
Monday.com – progress tracking and visibility
MURAL – brainstorming and live feedback
SEMrush – SEO, PPC campaign analysis, content marketing insights
Seventh Sense – dynamic email optimization
SharePoint – collaboration, communication, insight sharing
Slack – team discussions
Sprinklr Modern Analytics – provides end-to-end campaign monitoring
Subjectline.com – email subject line performance scoring
Talkwalker – social listening
Teams – team discussions
Trello – track goals and progress
Ubersuggest.com – keyword suggestions
Wave – forecasting and expense tracking
Writesonic – content personalization
Zoho Marketing Plus -campaign monitoring, performance insights, multi-channel analytics, social media management, email marketing, ROI tracking
Zoho Social – social monitoring and scheduling