

Yearly Marketing Audit

Maximise your impact and minimise your spend (of both time and money) by conducting an annual marketing audit. It doesn't matter when you do it, just pick a date and stick with it so you're always accurately comparing year-over-year data. Here's how you should go about it.

01

Review Performance

→ REVISIT YOUR GOALS

What were you hoping to achieve over the last 12 months? Start by looking back at each goal. Example: Increase revenue by X% by taking on higher-budget projects.

→ COLLECT DATA

For each goal, collect relevant financial and marketing data such as average revenue per project, website stats, ad results, social media engagement, client feedback, and more.

→ CALCULATE ROI

Compare all data against the previous year to see what performed well, then look at how much time and money you spent on each marketing tactic to determine your return on investment.

→ CONFIRM YOUR AUDIENCE

Is your ideal client still relevant? Think about budget, location, work style, personality, and project type to make sure the audience you're targeting is resulting in the projects you want.

02

Take Action

→ ADJUST TACTICS

Based on your results, identify which marketing tactics you want to stop (or modify) because they aren't worth the investment, which you want to continue because they're performing well, and what new avenues you want to explore.

→ REFRESH YOUR PRESENCE

Make sure your Houzz profile, website, and social media accounts are all up-to-date with the right contact information, links, and other essentials. Ideally, you'll add new project photos throughout the year, but do an annual check to see what needs updating.

→ ASK FOR REVIEWS

Client reviews are a huge trust-builder, so if your most recent review is several months old, reach out to past clients. The 'Get Reviews' tool on your Houzz profile makes this process quick and easy.

→ MORE ART THAN SCIENCE

While metrics provide a lot of insight, not everything is measurable or traceable all the way to a closed deal. Someone could have seen a photo on your Instagram feed, visited your website, then emailed you. Asking prospects how they found you is another great way to identify what's working.