

## Profit-Forward Marketing Checklist

Use this checklist to implement the key takeaways from Heather Pressler's presentation on how to grow your business in an uncertain economy.

- ☐ Review your business's profit margins and identify your highest-margin products or services.
- ☐ Evaluate your current marketing spend and adjust to focus more on returns than just visibility.
- ☐ Allocate your marketing budget: 70% to proven tactics, 20% to safe bets, 10% to new experiments.
- ☐ Prioritize bottom-of-the-funnel marketing activities that generate high-quality leads.
- ☐ Audit your current funnel & improve conversions like CTAs, booking ease, and lead follow-up.
- ☐ Explore grassroots and low-cost marketing tactics like email, SEO, social media, and reviews.
- ☐ Repurpose existing content into different formats to extend your reach and reduce creation costs.
- ☐ Select one or two AI tools to test for time-saving opportunities (e.g., content writing, analytics).
- ☐ Balance AI use with human creativity to maintain authentic brand voice and trust.
- ☐ Measure the ROI of all marketing efforts consistently and use data to make refinements.
- ☐ Monitor competitor strategies and performance to stay ahead of market shifts.
- ☐ Schedule monthly or quarterly reviews of your marketing performance to adjust your approach.
- ☐ Create a plan to continuously test, measure, and improve campaigns based on results.
- ☐ Set measurable marketing goals tied directly to profit, not just impressions or followers.
- ☐ Book a competitor audit or consult with a digital strategist to identify new growth opportunities.