

2023

**MARKETING SUCCESS PLANNER
11 - POINT PATH TO PROFITS**

JustPositionIt! 

2023 Marketing Success Planner!

Written and Produced by Angela Murphy

A JustPositionIt!® Publication

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Planning Brings Profits



How to Use Your Success Planner

Marketing planning of any kind can be downright hard, but you don't have to fall victim to not staying on top of your most important work that propels your business forward.

Yes, you WILL get busy throughout the year, but in order for your marketing program to be successful, you should take time to PAUSE, EVALUATE, BRAINSTORM, and STRATEGIZE.



Keeping an eye on your marketing will help you reach your goals, objectives, and hit sales targets.

Whether you're a solopreneur, entrepreneur, consultant, coach, small business, agency, mid-sized company, Fortune 500 Company, or are in the business-to-business (B2B) or business-to-consumer (B2C) space, this power planner is for YOU.

When it comes to marketing, there's certain key elements that need your attention, like:

- Taking time to brainstorm.
- Monitoring the progress of your marketing plan.
- Tracking your metrics and leads.
- Showing clients the love.
- Understanding what your email results are telling you.



This planner incorporates these elements and more so you can easily stay on top of your marketing plan. Plus, you'll have time to stop and generate new ideas for future plans.

Happy Marketing!

Angela Murphy
Founder, *JustPositionIt!*[®]
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11-Point Path to Profits

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- 2 Check the progress of your marketing plan.
- 3 Look at new leads, lead-generation challenges, sales, sales funnels, new clients, and reasons for lost or discontinuing clients.
- 4 Track your success. Monitor blog readership, Facebook group members, Facebook live views, new social connections & unfollows, new subscribers, conversions, advertising & outbound campaign results, web traffic, webinar and event attendance, follow-up programs, etc. Pivot and re-strategize as needed.
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January

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