

# 2026 Marketing Strategy

## CHECKLIST

### 📌 HOW TO USE THIS CHECKLIST:

This checklist is designed to help your team enter the new year with clarity and direction. Whether you're running seasonal campaigns, launching new products, or strengthening your brand, these steps will help you prioritize, organize, and execute across all your marketing channels in 2026.

Use this checklist to audit where you are, highlight what's missing, and build a plan that drives results.

<b>1</b>	<b>SET YOUR 2026 MARKETING GOALS</b>	<input checked="" type="checkbox"/>	<b>2</b>	<b>IDENTIFY KEY SEASONS, LAUNCHES, AND CAMPAIGN MOMENTS</b>	<input checked="" type="checkbox"/>
<b>What does success look like this year?</b>			<b>What key moments will you build your calendar around?</b>		
Revenue growth target (e.g. +25%)			Industry-specific dates (holidays, sales seasons, trade events)		
Lead generation / pipeline goals			Product or service launches		
Retention / repeat customer growth			Seasonal demand spikes or slowdowns		
Brand awareness KPIs (reach, engagement)			Awareness dates (e.g. Mental Health Month, Earth Day)		
📌 Tip: Define 2-3 SMART goals to guide your plan.			📌 Tip: Prioritize high-impact campaigns rather than trying to do everything.		
<b>3</b>	<b>CHOOSE &amp; PRIORITIZE YOUR CORE CHANNELS</b>	<input checked="" type="checkbox"/>	<b>4</b>	<b>AUDIT YOUR EXISTING MARKETING ASSETS</b>	<input checked="" type="checkbox"/>
<b>Where will you show up consistently this year?</b>			<b>What do you already have — and what's missing?</b>		
Email Marketing			Email lists & automations		
Paid Ads (Meta, Google, LinkedIn, YouTube, TikTok)			Ad creatives		
Organic Social Media			Brand visuals & messaging		
Website / Landing Pages			Landing pages		
Blogs & SEO			Video content or case studies		
Events / Webinars / Partnerships			Social proof (testimonials, reviews)		
📌 Tip: Don't spread thin — focus on 3-4 channels that support your goals.			📌 Tip: Identify what can be reused or updated vs. built from scratch.		
<b>5</b>	<b>BUILD A YEAR-ROUND CONTENT PLAN</b>	<input checked="" type="checkbox"/>	<b>6</b>	<b>CREATE LEAD GENERATION SYSTEMS</b>	<input checked="" type="checkbox"/>
<b>Plan your campaigns across the marketing funnel:</b>			<b>How will you grow your audience in 2026?</b>		
TOFU or Top of the funnel (awareness-building) content			Lead magnets (checklists, guides, webinars, templates)		
MOFU or Middle of the funnel (education, engagement, nurturing)			Paid lead generation campaigns		
BOFU or Bottom of the funnel (conversion-driving offers)			Newsletter sign-ups via website and social		
			Referral programs or giveaways		
📌 Tip: Match content to business goals — don't create content just to fill space.			📌 Tip: Use a clear opt-in path and automated follow-up to nurture new leads.		
<b>7</b>	<b>SET UP RETARGETING &amp; FOLLOW-UP CAMPAIGNS</b>	<input checked="" type="checkbox"/>	<b>8</b>	<b>OPTIMIZE YOUR WEBSITE FOR CONVERSIONS</b>	<input checked="" type="checkbox"/>
<b>How will you follow up with interest and activity?</b>			<b>Make sure your digital home is ready for traffic.</b>		
Retargeting ads for past visitors or leads			Clear homepage CTA (Call to action) & navigation		
Email sequences based on behavior (abandoned cart, interest tags, etc.)			Updated service or product pages		
CRM segmentation and automations			Mobile optimization		
			Pop-ups or forms for lead capture		
			Booking system or checkout flow		
📌 Tip: Personalization drives ROI. Segment early and update regularly.			📌 Tip: Review analytics monthly to catch friction points.		
<b>9</b>	<b>SET BUDGETS &amp; ASSIGN RESOURCES</b>	<input checked="" type="checkbox"/>	<b>10</b>	<b>BUILD A CAMPAIGN CALENDAR &amp; KICK OFF</b>	<input checked="" type="checkbox"/>
<b>Know what you're spending, where, and who's doing what.</b>			<b>Tie everything together with a clear execution timeline.</b>		
Budget by channel or campaign			Key dates for launches, emails, ads		
Tools, subscriptions, team or agency support			Internal reviews + check-in points		
Assign task owners and deadlines			Shared calendar for your team		
📌 Tip: Budget for testing, scaling wins, and last-minute pivots.			📌 Tip: Stick to the plan — but build in room to adapt.		

### FEELING OVERWHELMED?

📞 [Schedule a FREE 2026 Marketing Assessment Call](#) with Boost Media Group.

We'll walk through your checklist, pinpoint gaps, and build a strategy that sets your business up to grow with confidence this year.