

MARKETING PROJECTS THAT YOU CAN COMPLETE IN ONE DAY

UPDATE YOUR LINKEDIN PROFILE

Add a professional profile picture. Customize your headline (with catchy, industry specific keywords). Update your Summary to include who you are, who you help and how you help them. Upload a customized background photo.

UPDATE YOUR WEBSITE

If you've been meaning to update even the content and the photos on your website, plan out a day to make it happen. Be specific with your goals.

REVIEW YOUR FB & IG STATS

To start, focus on your engagement rates (the number of engagements divided by impressions or reach; the higher the number, the better), impressions and reach. Which posts are getting the most shares?

SET UP AN E-STORE

The customer service you can get from your website or third-party providers can be exceptional. Use their knowledge to help build your online store or booking system.

DO A CLIENT INVENTORY

Do an annual review of all your clients and look for consistencies and gaps. How can you use that information to create efficiencies in your business?

EMAIL PAST CLIENTS

Send a personalized email to past clients. Check in to see if you can do anything to help them. Sending these personalized emails will do so much for showing compassion during tough times.