

### 1. Analysis of the previous year

Analyse your previous year's marketing and identify what worked and what didn't

Social Media

Paid social media

Email marketing

Other marketing

## 2. Review your market

Identify new customer wants, needs and trends

Where do your customers communicate?

What channels do your customers engage with most?

What are your customers needs and wants? Have these changed due to new trends?

What does your competition do well? Where are they lacking?

### 3. Uncover opportunities

Look to your competition, listen to your customers and try new tactics

What are the gaps in your competition's marketing?

What are your customers interests and how can you leverage this?

What other market opportunities are there?