



10 Questions to Consider in Your Mid-Year Marketing Review

1. Have your sales increased over last year at this time? What do your analytics show as the top marketing efforts that may be contributing (or not contributing) to these numbers?
2. Has your target customer changed since launching your marketing efforts?
3. How is the economy? Has it changed since January? How is it expected to be in December?
4. How has your competitor landscape changed?
5. Are your company goals progressing as you predicted?
6. Are your marketing efforts in line with your budget?
7. How have your marketing efforts aligned with your sales?
8. What trends do you see in your analytics for your website, social media and paid advertising?
9. What is your average cost per lead for online advertising?
10. How have your campaigns' performances aligned with company sales and goals?

