

# 2025 Marketing Review

*As the year comes to a close, it's the perfect time to reflect on your marketing efforts from 2025 and set the stage for success in 2026. This worksheet is designed to help you analyse what worked, learn from challenges, and create a focused plan for the year ahead. By walking through these steps, you'll gain clarity and identify opportunities to grow your business in the coming year.*



Vicky Stokes - Founder

## Key metrics

Revenue generated from marketing efforts

£

Engagement rates (average likes, shares, comments)

Conversion rates (e.g., form submissions, purchases)

Email marketing metrics (open rates, click-through rates, unsubscribe rates)

Social media follower growth or engagement increase

## Top performing channels

- Which platforms drove the most traffic to your website? (e.g. Instagram, Facebook, Email)
- List your most successful campaigns and what made them work (e.g. clear messaging, visuals).
- Which types of content resonated the most with your audience? (e.g. Reels, blogs, infographics)
- What content could you have produced more of?
- Were your holiday or event-driven campaigns successful?

## Customer Feedback

- *Top positive/negative feedback*
- *What do customers appreciate about your brand's messaging?*
- *What improvements do they want to see in your communications?*

## Competitor Analysis

- *Which types of content performed best for your competitors? (e.g., videos, blogs, social media posts)*
- *Are there trends or platforms your competitors used that you overlooked?*
- *How are your competitors positioning themselves differently in the market?*

# 2026 Goals

examples: Achieve a \_\_\_% increase in sales revenue by [      ].  
Grow social media following by \_\_\_\_\_% by [      ].  
Achieve a \_\_\_\_\_% increase in email open rates.  
Increase organic traffic to the website by \_\_\_% by [      ]

1.

2.

3.

4.

5.