

Winterize your marketing strategy

8 ways to prep during the holiday slowdown so you can sleigh your goals in the new year

As the year comes to a close, it's the perfect time for businesses to reflect on their marketing journey and prepare for the exciting road ahead. We've gift-wrapped eight ideas to leverage the year-end slowdown, optimize marketing strategies, and spread holiday cheer!



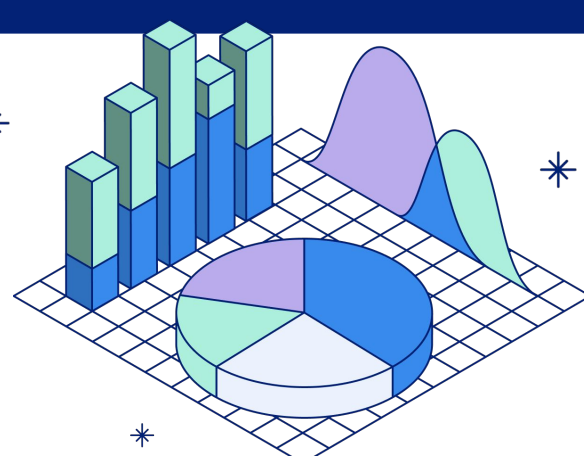
1. Reflect on the past year

Take advantage of the holiday pause to review the performance of your marketing strategies this year. Unwrap your strengths, weaknesses, opportunities, and threats (commonly known as a SWOT analysis). Knowing what worked, what didn't, and why, is the biggest gift a business could give itself.

Marketers who plan ahead are **3x more likely to report success**, so warm up to planning!

2. Set clear goals

Define your marketing objectives and goals for next year. Great goals are SMART: specific, measurable, achievable, relevant, and time-bound. If you don't have the right systems in place to track your progress, now's the time to evaluate new tools. (To patch up any drafty marketing attribution gaps, try [CallRail's Call Tracking](#).)



Marketers that set goals are **377% more likely to skate to success** than those who don't.



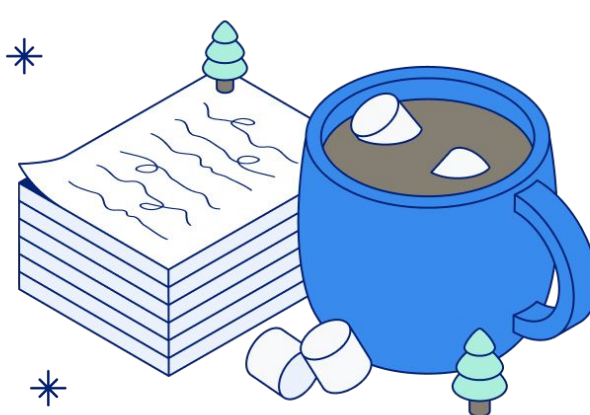
3. Plan your budget

Make next year's marketing budget and check it twice—particularly if you can reallocate dollars from low-performing strategies to high-performing ones. And when it comes to marketing channels (like paid search, social media, content, and more) be sure to align your efforts to your goals.

47% of marketers believe their budgets will increase in the new year. How do you plan to spend yours?

4. Audit your content

Great content marketing doesn't always mean writing new articles. Grab a hot cocoa and cozy up with your blog to find reliably strong articles and older pieces that can be refreshed. Once you've identified the gaps in your current content, make a plan to fill them in.



53% of marketers say updating their content helped increase engagement and made readers jolly!



5. Optimize your site for conversion

Fine-tune your site by analyzing user behavior and identifying any roadblocks that might keep a lead from signing up or checking out. From the landing page to the confirmation page, their journey should be smooth as a sleigh ride with clear CTAs and prominent forms. (For an easy way to build and track forms, try [CallRail's Form Tracking!](#))

The average website conversion rate across all industries is 4.6%. Is yours within a snowball's throw of this number?

6. Review your SEO

Conduct thorough keyword research, employing keyword spotting to identify trending strong keywords and deprioritizing ones that fell off over the past year. Ensure your site's meta tags, headers, and copy accurately reflect your brand's personality and are optimized for search engines.



53.3% of all website traffic comes from organic searches, so make sure your site can be seen!



7. Spread cheer with partnerships and collaborations

Fortifying your referral network is like building a snowball of success. Seek out like-minded businesses for strategic partnerships or rekindle relationships you've already built. Joint events or exclusive bundles are great ways to reach one another's audiences.

55% percent of marketers say that partnerships are an important channel to increase revenue and drive growth. How merry!

8. Find opportunities to delight

Listening to your customers (which is easier than ever thanks to [CallRail's AI-based Conversation Intelligence](#)) is the gift that keeps on giving. Pay close attention to feedback and preferences, then use this valuable insight to tailor communications and offers. For that extra sprinkle of magic, send heartfelt holiday greetings or exclusive deals!



Studies show that **91% of customers will remain with a provider** after a good customer service call.

Happy holidays,
Your friends at