

6-Step Guide To Revitalize Your Business & Brand

Scrub Down Tips For The New Year That Will Help You Soar To New Heights

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We have all heard the benefits of Spring or Fall Cleaning for our home and personal life, but how often does your business take the time to scrub down your business, processes, and marketing programs?

Here are six ways you can freshen things up at your company before the end of the year, starting your first quarter strong!

1. DUST OFF YOUR BRAND MARKETING STRATEGY

It is common for many businesses to create a marketing and brand strategy, and then set it on a shelf to collect dust. If you are guilty of this, now is the perfect time to dust off your plan and revisit it to ensure it is in line with your business growth initiatives.

Successful businesses constantly develop and change, and because your company is ever-changing, your marketing and business strategy should evolve, too.

Set aside time each year to spring-clean your plans. Reflect on the past year and ask your team what kind of changes your business has made in the last 365 days.

Have you reviewed your current offerings (description of what you are selling)? Do you go beyond a factual feature description of your product(s) or service(s)?

Have you added new or removed old products or services?

How are you positioning your products and/or services to the market?

Are you targeting a brand-new audience or reaching out at a different point in their post-purchase journey?

Did you completely change up your business structure?

Did you update your visual brand (colours, font styles, approved imagery ~ the look and feel of your brand)?

Did you or do you need to update your mission or positioning statement, narrative, or value proposition?

Your business plan and Brand marketing strategy make up the foundation of your company, so it is critical to take the time to revisit it each year and freshen up your approaches.

After analyzing last year's data and your current plan, you can:

Research new marketing trends

Further, define your ideal buyer persona (personal traits, not just demographics)

Refine your Offer and leading narrative for your brand

Look at your investments in digital advertising

Automate tasks utilizing the latest technology in AI

You and your team can plan to go to a conference or trade show

You may even consider revisiting your entire brand messaging and visual strategy completely.

2. TIDY UP YOUR DIGITAL PRESENCE

You built your business website and social media pages to help your business grow and evolve, however, if you let much-needed changes fall through the cracks, these public digital sites can easily collect dust and eventually damage your brand.

Your business has likely grown and changed during the last year.

Have you or do you need to change up your digital brand persona? Your brand's persona is an all-encompassing term that includes any and all brand identifiers, types of messaging, and your overall objectives. Your brand's personality can include, personality traits, and the tone of messaging you choose to use to best appeal to prospective users and/or customers/clients.

Maybe it is time to completely update your brand or color scheme along with new imagery and rewrite more magnetic brand offers. Either way, you should take time to scour through your existing website and social business profiles for things that don't line up with your current brand position.

Refresh your content (this can also help with your SEO): delete anything that is dated, to make space for new things that will add more value and tie into current trends in your market.

Add new or remove old services/products.

Update your Offers and Call to Actions.

Update your contact information or team members.

Check that all links on your site are working correctly.

Update your social links.

Survey your customers to learn how you can improve the user experience on your digital platform(s)

Check out your competitor sites and see how customers are publicly reviewing them. Capitalize on their weaknesses.

Review your analytics and make changes based on this feedback.

Improve security measures .

Build relationships with other websites. Overall, backlinks are an important factor in SEO and should be a key part of your website's optimization strategy. By focusing on building high-quality backlinks from relevant websites, you can improve your website's authority, search engine rankings, and traffic.

Review your Google Analytics.

Chances are that you have some content and/or imagery on your site(s) or digital profile pages, that needs to be rethought or rewritten to better reflect your company's offerings or target market audience. Or, maybe your website just looks completely outdated and needs a little love. Fixing details, like your current "Call To Action" and your compelling "Offer" or updating how you communicate your brand messaging can make a huge impact on your SEO ranking and your engagement with your prospective customers or clients.

Don't limit spring cleaning to the beginning of the year or springtime for that matter. Try to schedule scrubbing your website and social media sites throughout the year to ensure your brand is well-represented all year round.

3. DECLUTTER AND UPDATE YOUR COMPUTERS

Downloaded files, unneeded applications, and old documents are all examples of items that should be removed periodically. If you don't need it, delete it! And if you do need it, organize it.

Clean your desktop, laptop, and any external hard drives to delete old unnecessary files.

Organize your Google bookmarks and favorite pages.

Update your folders, make new sub-folders, and move important files for easy access i.e. "Business Plan Information 2024".

Review your office equipment and allocate part of your budget to any necessary upgrades or replacements.

4. ORGANIZE YOUR INBOX

Things like emails, paperwork, and other documents can quickly pile up and become overwhelming. We've all been there at some point or another. When you are focused on your business, it's easy to become disorganized when it comes to email overload.

Purge your inbox. Yes, this can be a time-consuming process, however, you will feel energized and organized after you clear out those stacked-up emails.

Create Email Folders to move emails that you will need to refer back to or even a "Read Later" file for emails that are of interest but you just don't have the time to review at the moment.

Unsubscribe from spam emails that are cluttering your email box or even block emails that do not have the standard "unsubscribe" link.

If your company does not yet have an engaging and consistent email signature line, take a look at creating one for your team.

5. FRESHEN UP THE OFFICE

Yes, we are actually talking about physically cleaning and organizing your office space. Overall decluttering around the office will also do your business and your staff some good!

Give your computer screens a quick wipe-down and dust off your desk and bookshelves.

Canned air can help you blow the dust and crumbs out of your keyboard.

Clean out, recycle, or shred those old documents and files you have lying around.

Look around to see where you can make your space more comfortable and even rearrange your desk and chair position.

Add a signature scent to your office with a candle or diffuser and even bring in a small water fountain to create peace and calm within your space.

6. CLEAR YOUR MIND

Cleaning up your business and digital strategy as well as your physical spaces are all important, however, you can not neglect to clear your mental state, so that you have the energy and sense of calm to forge forward successfully into the new year ahead.

Organize your calendar; move things around and remove unnecessary meeting rhythms. Add calendar reminders for reoccurring meetings.

Delegate tasks to team members.

Automate as many tasks as possible (look into new AI tools that can help).

Prioritize tasks & meetings that align with your 2024 goals.

Schedule time for yourself, including creating thinking blocks and self-care breaks.