

“if you aim for mass  
(another word for  
average), you’ll  
probably create  
something average.  
Which gets you not  
very far.”

SETH GODIN  
ON MINIMUM VIABLE AUDIENCE

Use this checklist to make gradual positive change, while reducing marketing waste & improving your results.

## Reduce

### Marketing noise & your digital footprint

- Delete blogs that are no longer relevant; there's no point in winning traffic for a product or service you no longer deliver + the average web page produces 1.76g of CO2 per view so don't waste energy on irrelevant content
- Consolidate content where you can. One helpful, rich blog will serve you better than multiple 'thin' blogs
- Review all plugins & website functionality. Lighten the load & improve page loading times
- Avoid stock images & invest in a photoshoot - squeeze value from these images to you tell your story. Use them across your website, social channels & PR
- PPC audit, target your messaging & audience to your minimum viable audience (MVA), double down where it matters
- Segment your email lists; so you only send to the most relevant people. An average email send generates 4g Co2, so spend your energy wisely

## Reuse & Recycle

### What is still relevant

- Recycle old content by updating it and adjusting the published date
- Turn blogs into emails, send them to relevant segments of your database
- Turn blogs into social media updates, don't forget to link back to your website and use hashtags pertinent to your audience
- Turn emails into social media updates encouraging sign-up
- Consider making your most popular blogs into podcast discussions, invite guests to add weight and grow your network
- Update seasonal/annual posts & re-publish rather than starting from scratch
- Use data to understand what content & posts work for you. Not everything has to be a fresh new idea ~ do what works for you

## Shhh...

Marketing noise is anything you create that draws attention from your fundamental message.

## 10 examples of wasted marketing opportunities

1. Video without captions ~ 16% of the UK have a hearing impairment
2. Social posts without a link back to your site (where appropriate)
3. Attending Industry events without telling anyone or properly connecting with new contacts after the event
4. Producing lots of thin content on the same topic versus rich 'helpful' content (Which is what Google is looking for)
5. Brochure downloads & or online forms without GDPR compliant consent option
6. Starting annual/seasonal posts from scratch rather than updating them from previous years
7. Using generic stock images on prime website real estate (often the header)
8. Using every social platform because you think you have to rather than going where your customers are
9. Heavily investing in events without any infrastructure in place to connect with prospects (the funnel)
10. Beautifully designed websites that haven't been optimised

**Spinning too many plates?**

We can give you flexible marketing support where you need it.

