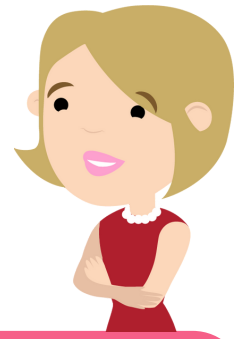




Brighton *Signarama*TM

The way to grow your business.

YEAR END CHECKLIST



YEAR END BUSINESS CHECKLIST

- ☐ Review Last Year's Revenue Goals
- ☐ Run Year-End Financial Reports
- ☐ Update Employee & Payroll Info
- ☐ Update Vendor Files
- ☐ Conduct Inventory Audit
- ☐ Backup Your Computers/Database
- ☐ Consider your Staffing Needs for 2024
- ☐ Create a list of your Business Accomplishments and take a moment to celebrate how far you have come

YEAR END MARKETING CHECKLIST

- ☐ Audit your website. *Click all links, check all your forms, make sure all is working.*
- ☐ Audit Social Media. *What platforms are you serving your business? What posts worked well? What didn't?*
- ☐ Plan Events to Attend in 2024
- ☐ Update Event Signs: *Pop-up Displays, Tablecloths, Promotional Productions*
- ☐ Audit your Competitors. *Look at their websites, Social Media, Ads, Reviews*
- ☐ Evaluate Marketing Budget from 2023 and set for 2024
- ☐ Create some content to start 2024 strong. *Blogs, Articles, Case Studies (don't be afraid of ai!)*
- ☐ Evaluate your storefront. *Do you need updated hours? New Window Graphics? Does your sign need servicing?*

2024 Business Goals

Use the 50/50 Rule. Half of the Goals should be attainable, and half of the Goals should be "shoot for the moon".

- 1 _____
- 2 _____
- 3 _____
- 4 _____

2024 Marketing Initiatives

Evaluate what worked well in 2023. How can you apply it to 2024? Try a new method of advertising in 2024 to see how it works for your business.

- 1 _____
- 2 _____
- 3 _____
- 4 _____