



## END OF FINANCIAL YEAR MARKETING CHECKLIST



- ☐ **REVIEW YOUR LAST 12 MONTHS**  
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- ☐ **REVIEW YOUR EXPENSES & REVENUE**  
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- ☐ **UPDATE YOUR MARKETING STRATEGY**  
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- ☐ **UPDATE YOUR MARKETING GOALS**  
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- ☐ **SET YOUR MARKETING BUDGET**  
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- ☐ **UPDATE YOUR MARKETING PLAN**  
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- ☐ **IMPLEMENT REPORTING**  
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