

Hella Good Marketing

2025 Marketing Strategy Checklist

This checklist is for any organization—nonprofit, small business, startup, or established brand—that wants to take a strategic, focused approach to marketing. It's designed to be followed in order, with each task building on the last.

The most impactful strategies are listed first, so you know exactly what to tackle (and in what order) to make the biggest difference.

Use it as your **marketing roadmap** for the year—check off each step as you go and feel confident that you're putting your time and energy where it counts most.

Strategic Foundation

Lay groundwork for your marketing efforts by aligning your brand, message, and goals.

- 1. Brand Story**
Clearly define your origin, mission, values, and vision. This narrative should guide all marketing communications. We recommend using the [Storybrand framework](#).
- 2. Core Goals & Calls to Action**
Identify what you want your audience to do— schedule a call, buy, donate, sign up, or share. Tie every campaign back to these goals.
- 3. Messaging Framework**
Craft consistent key messages and taglines tailored for different audiences and platforms.
- 4. Visual Identity Guidelines**
Document your brand colors, fonts, logo usage, photography style, and visual tone.
- 5. Internal Brand Training**
Ensure your team understands and can communicate your brand consistently across all touchpoints.



Digital Presence & Content Engine

Build credibility, engage your audience, and drive conversions.

6. Website Alignment

Update your website to ensure it reflects your brand story, goals, and updated visuals. Add website chat functionality.

7. Lead Magnet Strategy

Create value-packed giveaways (gated or ungated) that attract ideal customers and generate leads.

8. Content Calendar

Plan monthly or quarterly content themes, promotions, and key dates across all platforms.

9. Blog Posts & Articles

Regularly publish SEO-optimized, useful content to build authority and nurture trust.

10. Case Studies & Testimonials

Highlight real results and customer experiences to build social proof and credibility.



Audience Engagement & Growth

Stay top-of-mind, grow your list, and build relationships with your audience.

11. Email Marketing & List Management

Segment your list, automate campaigns, and maintain clean, up-to-date contact records.

12. Social Media Strategy

Choose platforms strategically. Schedule engaging content, track insights, and encourage community interaction.

13. Paid Advertising (Google Ads / Google Ad Grants)

Use targeted ads to drive traffic, awareness, or donations. Maximize Google Ad Grants for nonprofits.

Community & Partnerships

Expand reach through collaboration and real-world connection.

14. Events & Activations

Host or participate in events (virtual or live) to engage with your audience face-to-face.

15. Partnership Marketing

Collaborate with aligned brands or organizations to co-create content, promotions, or experiences.

16. Grant Writing (Nonprofits)

Strategically pursue grants to support your marketing and operational initiatives.

Essential Tools & Systems

Choose the right tools to streamline, automate, and measure your marketing.

17. CRM (Customer Relationship Management)

Track leads, customers, and engagement across the lifecycle.

18. CMS (Content Management System)

Manage your website content easily (e.g., WordPress, Webflow, Squarespace).

19. ESP (Email Service Provider)

Send and automate email campaigns (e.g., Mailchimp, Klaviyo, Constant Contact).

20. Event Management Software

Plan, promote, and track registrations for events.

21. Volunteer Management (for Nonprofits)

Organize and communicate with volunteers efficiently.