

# Are You Ready For Q4?

## Q4 Marketing Checklist



As a small business owner, you likely don't have endless funds for marketing so planning and tracking are essential. Approach your plan in logical order - know where you're going before you try to make a plan to get there. With a strategic plan that your team is onboard with, you'll save money and time, and see better results.



- Set 2-3 achievable goals for Q4
- Determine who is ultimately the owner for each goal
- With the goal owner:, develop a plan and budget for the quarter
- With the goal owner, set a timeline for each step in the plan
- With the goal owner, determine incremental measurable goals
- Schedule status meetings with each goal owner and goal team
- At 2-3 weeks prior to the end of the quarter, review progress and revise plan if necessary.
- Begin planning for Q1. Some goals will not be attainable in a single quarter.
- Reward your team for goals met and valuable contributions.