



2022 Business Marketing Checklist for Creatives



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Want to start off the new year with strategy and focus? Here's everything you need to start creating a marketing plan for your brand and business. If you would like a specific gameplan, [join the waitlist](#) for my new marketing planning service for creatives, launching soon!

- Track your revenue goals.** What are your month-end and year-end numbers? Add up all of the sales for each payment system. Look at which products or services sold the most and create a plan for how you can take it to the next level in 2022.
- Update your packages.** Are you raising your rates, refining your offerings or adding a new service? Evaluate which services sold the most, and what you can potentially remove. How can you improve your current offers to increase the value?
- Update your website:**
 - Create sales or landing pages for your products or services
 - Add a newsletter or e-mail signup to your homepage
 - Revamp your existing services and product pages
 - Upload new portfolio work
 - Create blog posts with new work, new product launches and thought leadership
- Create an e-mail sequence.** Even if it's just one lead capture leading back to your services. Make a goal to launch and grow your e-mail list of raving fans! I recommend Flodesk. They have beautiful templates and the platform is super user-friendly.
- Consider raising your rates.** Think about how much you've learned and grown this past year. Are you attracting the type of clients you love working with? Are you making enough to build the lifestyle you truly want? Calculate how much you want to make by the end of the year, and how much you would need to make every month to get there. Then look at your highest package and how many clients you would need to book each month to meet that goal. If the math isn't favorable to your lifestyle, it may be time to raise your rates.



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Create a marketing plan for:

- Your website (product, services, promotions)
- Your blog
- Your social media: Facebook page and group if you have one and Instagram
- Your Pinterest
- Your e-mail list

**Take it one step at a time. Can you update your site once per week? Create one blog post per week? Update your social media 3 times per week? Create 10-15 pins for Pinterest per week? Send out an e-mail to your list once per week or month? Repurpose the content for each platform, and hire help if you need it. Create a plan in Google Sheets or Airtable.*

Consider expanding to a new platform. Always wanted to get on Tiktok or launch your Youtube channel? Create a launch plan and go for it!

Consider creating 1-3 small digital products. What questions do you get asked a lot in your DMs and comments? What kind of questions are potential clients asking or sharing when they inquire? Consider creating a small digital product that you can promote and create a secondary revenue stream and grow your e-mail list

If you're feeling overwhelmed with where to start, I want to help! I've used these strategies in my business for the last two years, and it has truly helped me grow from replacing my \$50k+ salary at my 9-5 to \$140k+ in revenue. If you want to create a specific gameplan for your brand and business in 2022, I will be launching a strategy call for creative business owners. [Click here to join the waitlist](#), and be the first to know when it launches. Spots will be limited!



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Use the below space to dream, plan and create!