

# Content Marketing: 3 Success Stories



TRAINER'S BOX®

 **Infusion**soft.

# SUC·CESS /sək'ses/ noun

the accomplishment of an aim or purpose.

It sounds simple, right?

If only it were that easy. The truth is, success can mean vastly different things from one person to the next.

No matter how we define success, our personal definition is vitally important to the work we do, the choices we make in our business and how we feel about our lives. You can't chase a dream if you haven't decided what it is.

## What does success mean to you?

Have you taken the time to spell out your version of success in detail?

Is it a specific level of income? Exotic vacations and a fancy car? A prestigious title on your office door? The recognition and celebration of your peers? More time with your family?

In this e-book we share the stories of three entrepreneurs—small business owners who defined for themselves what success looks like, and who used content marketing strategies to help achieve their dreams.

We'll take a close-up look at their dreams, and the challenges and struggles they met along the way. We will also dive into the tools they utilized to move them closer to their own definition of success, and learn about their personal game changing strategies. Finally, the small business owners themselves will provide useful tips from the trenches that you can implement in your own business.

Ready? Let's take a deep-dive into small business success.

 You need to first define success to create success.”  
—Alissa Finerman



# What is content marketing?

The term content marketing is frequently used in today's digital marketing world, and its meaning can vary depending on its purpose and intended audience.

At its most basic level, content marketing refers to the practice of creating information that your customers care about, and using a diverse range of formats and media to get them to pay attention to what you are offering.



Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.”

—Content Marketing Institute

While traditional marketing and advertising focuses on connecting with customers for the purpose of selling, content marketing connects with your customer to deliver valuable and relevant information in unique and non-traditional ways.

# Content Marketing Essentials

## 1. Social media has an extremely short shelf life

The lifespan of a tweet or Facebook post will vary greatly depending on time of day, day of week, and countless other variables. Be sure to diversify the channels and formats by which you deliver and promote your content.

## 2. Focus more on engagement than SEO

It won't matter how keyword rich your content is if it is not relevant and engaging to your customers and prospects. Find out what your customers want, and learn how they like to digest and share information. Design your content for them and the way they use technology.

## 3. No sales allowed

Content marketing is not a way to slide in a sneaky sales pitch. Content marketing can be an excellent way to gently guide potential customers into your sales funnel, but only by focusing on building trust and credibility via education, engagement and expertise.

## 4. Be strategic

An intimate knowledge of your target customer is just as important in content marketing as it is in more traditional forms of advertising and sales. Before spending time and money creating a content marketing plan, make sure you know what sort of content appeals to your customer, how they like to consume information, their technology of choice and where they spend their time.

## 5. Take a fresh approach

In content marketing, innovation is the name of the game. As the market grows to embrace the new sharing and connection economy the amount of content we consume is growing exponentially. In order to continue to catch your customers' attention, it will be important to use graphics, video and written content in new and eye-catching ways.



# Rethinking Your Business

01

Big Dreams, Big Returns



Success means making a six-figure income with my bed and breakfast located in the heart of the Champagne region of France.”

— Yvonne Halling, [Les Molyneux](#)

A six-figure income from four bed and breakfast rooms? It was a far-fetched goal, and Yvonne knew it.

Everyone said it was impossible, but Yvonne Halling was determined to make it happen.

**Have you ever wanted to spend a romantic afternoon strolling through the French countryside? Maybe you’ve always dreamed of sipping a glass of champagne in the very region where it was created. Well, dreams really do come true. Join us for an experience that you’ll never forget...**

It all began as a hobby. In 2001 Yvonne was raising her daughters in the Champagne region of France. Her husband often traveled for work and she wanted to keep busy.

She opened **Les Molyneux**, a four room bed and breakfast, and began welcoming English speaking guests from around the world who wanted to discover the hidden gems of the Champagne region.



By the end of 2010 Yvonne knew she had reached the limits of what she could manage on her own. She could do some of the things, some of the time—but she could not keep up with it all. Her guests were missing out on opportunities and Yvonne was missing out on revenue. Instead of throwing her hands in the air and admitting defeat, Yvonne saw opportunity and grabbed it.

Enter content marketing and the power of Infusionsoft's automation.

### The Challenge:

Yvonne's biggest challenge was consistency in communication with guests before they arrived. She wanted to provide more information about services and attractions while maximizing opportunities for additional revenue from upsells. Most importantly, she wanted her guests to know how much she appreciated their business.

Her goal? A guest experience that created not just satisfied customers, but raving fans. Fans who would share their experience, return multiples times AND refer friends and family.

## The Solution:

To capture leads for new business, Yvonne created a **landing page** where visitors enter their email addresses to receive a free downloadable e-book called **16 Things You Absolutely Have to Know About Before Traveling to France**. She also launched a personalized app called **Champagne Day**. **These two strategies alone increased her contact list by over 200 people in a very short time.**

Utilizing contact management and marketing automation, she began segmenting her contact lists and creating a series of tailored messages for each segment. The messaging sequences are based on a variety of factors, including length of stay, date of arrival and number of people in the party. By dialing into the specific needs of each prospective guest, Yvonne provides them with exactly the information they need to make their stay at Les Molyneux a dream come true.

## Tips From The Trenches

### 1. Change your own mind

Don't listen to what others say is possible for you. More than 50% of European B&Bs make less than 13K per year. I made a decision to do whatever I could to make it work for me and take my humble business as far as it could go. I surprised myself by reaching 65K in my very first year of operation!

### 2. Put on your marketing hat

Marketing is everything for small business owners, so you must take control of your own marketing. Your business becomes much more fun as you watch the results come in, knowing that you created them.

### 3. Change the way you view your customers

Customers are the people who pay your bills and should be respected as such. Go out of your way to create the very best



# Content Marketing with Email Automation Changes Everything

## The Company:

Les Molyneux—a four-room bed and breakfast nestled in the Champagne region of France

## The Small Biz Owner:

Yvonne Halling

## The Tools:

Contact Management + Marketing Automation

## The Secret Weapon:

Guest prepping email sequence—guests receive a series of emails tailored to length and timing of their stay. Beyond educating guests and creating customer evangelists, these emails also serve as powerful upsell tools.

## The Nitty Gritty:

Following implementation of the email sequence, 90% of guests booked dinner and many also reserved a tour of the vineyards.

## The Numbers:

100% increase in overall revenue. [Trip Advisor](#) awarded Les Molyneux a prestigious certificate of excellence and the #1 spot for the entire region. Thrilled returning guests comprise 20% of Yvonne's

experience, and let your customers know much you love them and you'll gain a reputation as a go-to in your industry.

## 4. Rest and recharge

Take time out for yourself every day. Create strict boundaries of when you are and are not available for guests, otherwise you'll end up reaching burn out. Respect yourself and your time, and your customers will, too.

## Infusionsoft to the rescue

- ✓ Contact Management
- ✓ Lead Generation and Tracking
- ✓ Lead Capture
- ✓ Marketing Automation
- ✓ Email Marketing
- ✓ Referral Partner Management

contact list, and many of these guests refer family and friends.

### The Success Story:

Sharing content and automating guest communication has changed Yvonne's business and her life. She is able to focus on other aspects of running her bed and breakfast knowing a superior guest experience is being created before arrival and lasts long after departure.

Most importantly, Yvonne has met her impossible dream. A six-figure income from just four rooms? It turns out, with the right tools, even the most far-fetched goals are entirely reachable.



My business success has brought me the opportunity to travel, to speak, to write a book, to mentor, to coach, to consult others. It has given me the confidence to feel like I can do anything!”





You've Got Enough  
Content

02

Now Start Sharing It



Success means getting paid to do what I love and having a flexible schedule that allows me to take vacation or days off any time I want.”

— Andreea Ayers, [Launch Grow Joy](#)

Andreea Ayers sold T-shirts. Lots of them. More than 20,000, as a matter of fact.

Andreea began with no knowledge of the t-shirt industry, manufacturing, printing or selling to stores. Even so, Andreea got so good at the t-shirt business that eventually her shirts were featured in Ladies Home Journal and Redbook and worn by celebrities like Sarah Jessica Parker and Tori Spelling.

What did she do next? She sold her t-shirt business and started something entirely new, of course.

Andreea had been inundated with questions from customers who wanted advice on selling their own t-shirts. She well remembered the mentors who helped her along the way, and wanted to give back to other new entrepreneurs. Instead of sending multiple emails with identical information, Andreea decided she could better serve the needs of her clients by writing an e-book called [T-shirt Profits](#).

With that first step, Andreea's coaching business, **Launch Grow Joy**, was born.

Andreea began with only five clients, but quickly grew to a number beyond her ability to provide personalized consultation. She responded to the need by sharing information on her **blog**, creating online courses, group coaching programs and creating a **podcast**.

With this kind of growth, Andreea realized that she needed a way to manage clients, leads and content distribution. Because she had already utilized Infusionsoft for her T-shirt business, it was the obvious solution for Launch Grow Joy.

### **The Challenge:**

Andreea had no trouble creating content and knew that driving traffic to her content-rich website was key to continuing lead generation and conversion. Distributing that content was more complex. Andreea needed to figure out how to automate systems and get her valuable content where it belonged: in the hands of consumers who desperately needed what she had to offer.

### **The Solution:**

Automated Content Management was the tool Andreea needed to fully transform her business. Better customer communication, integrated systems, course delivery, and lead generation tracking for sales stats, orders and shipments allowed Andreea to seamlessly run her business and save valuable time. In turn, these improvements allow her to increase revenue and improve her quality of life. The addition of affiliate partners, webinars, social media and guest-blogging broadened her reach, enabling Andreea to connect with far more customers than she could have on her own.

# Graphic Genius

## The Company:

**Launch Grow Joy** – Providing online consulting and education to entrepreneurs who need to get their products in front of the right audience

## The Small Biz Owner:

Andreea Ayers

## The Tools:

Infographic + Pinterest.

## The Secret Weapon:

In less than two hours, Andreea created an infographic titled **30 Ways To Promote Your Blog Posts**. It provides a simple solution for entrepreneurs who have valuable content but struggle with sharing it with their audience.

## The Nitty Gritty:

The graphic has been repinned on Pinterest more than 50,000 times and republished on hundreds of other blogs. It has driven at least 1,000 visitors to Launch Grow Joy within one year of publication, further growing Andreea's coaching brand.

## The Numbers:

Andreea's list has grown from 200 – 7,500 and she has increased her income from five to six figures in just one year. In the same short time, her customer base expanded from 50 to 1,018 and she has hired seven employees.

## Tips From The Trenches

### 1. Utilize the sphere of influence:

I reached out to several influential bloggers and online media and asked them to share the infographic with their audience if they thought it was relevant. Many of them did—dramatically increasing exposure.

### 2. Use what you've got:

You don't always need to create more content, you need to do more to promote the content you already have.

### 3. Add affiliates:

My referral partner program is yielding amazing results. With my last launch, affiliates brought in almost half of my sales.

### 4. Follow up:

Over the years running a few different businesses, I have learned that "success is in the follow-up." My products and I have been

## The Success Story:

For Andreea, the biggest success hasn't been the money, but what the money provides. Andreea has decreased her work hours from 45 to 25 hours per week. As a result of automation, she is able to spend less time on her business and more time exactly where she wants to be—with her family.



Because of the success of my business, my husband has been able to take time off from his career to be home with the kids, and my business has been supporting our entire family for the past six years.”

featured in more than 500 media outlets and most of those mentions came as a result of me taking the time and following up on my initial outreach to the press.

## Infusionsoft to the rescue

- ✓ Contact Management (lists, behavior tracking, segmentation)
- ✓ Lead Capture (landing pages, web forms, and internal forms)
- ✓ Marketing Automation (Campaign Builder, Sequences, triggers, action sets)
- ✓ Email Marketing
- ✓ E-Commerce (shopping carts, order forms, promo tools)
- ✓ Referral Partner Management
- ✓ Customer Hub



# The Value Of Knowledge Sharing

03

Increase Leads, Sales, and Revenue



Success to me means more than just the financial side of things. It's the ability to do what you want, when you want, without having to ask someone for permission. We recently welcomed our new baby into the world and it's been great to be able to work when I really need to, and to take time off to help my wife and be with the baby.”

— Chris Brisson, Call Loop

Chris Brisson was frustrated.

He needed a product that would automate phone calls and text messages to client and prospects. No such product existed. There was only one thing to do—Chris decided to create that product himself. Voila! Call Loop was born.

Call Loop is a web-based platform that allows users to easily send voice and text messages to contacts. Because Call Loop integrates with many major email and shopping cart platforms, users can easily grow their mobile subscriber list and automate communication with their clients.

## The Challenge:

Frankenstein.

That is what Chris nicknamed his old system. It was outdated, slow, and a real antiquated beast to work with. It took days to teach every new employee the process, and Chris was losing valuable customer information and leads. He needed to streamline, not just for his employees, but for himself and ultimately his customers.

Chris also knew there were opportunities to improve the customer experience. He wanted to share his product knowledge and express appreciation to his customers with an experience that wowed them, much like larger companies were doing for their client base. He also realized that with a new platform like Call Loop, it was vital to find a way to illustrate value to prospective customers.

He knew Infusionsoft could help.

## The Solution:

Replacing a monster of system platforms (that didn't speak to one another) with an integrated solution like Infusionsoft was an investment in his company's future. Consolidation and automation allows Call Loop to run as smoothly as the giants, but with a tight budget and small staff. In-app purchases, "Refer-a-friend" programs, upsells and lower abandoned shopping cart rates all increase the bottom line.

With these automated systems, Call Loop has a projected business growth of 1000% by the end of the year. What's more, this growth is stable, secure and scalable instead of the loose cannon of instability that existed prior to marketing automation. Tedious tasks can now be outsourced and time wasting tasks are eliminated. It takes 75% less time to train new hires on customer management than it once did, saving both time and money.

# If You Host It, They Will Come.

## The Company:

Call Loop – A self-serving SMS text messaging and automated phone call platform.

## The Small Biz Owner:

Chris Brisson

## The Tools:

Live and Automated Webinars

## The Secret Weapon:

Showcasing a live screen demo of the software dramatically increases conversions from prospects to customers. Leads see the software in action and realize how easy it is to set up and run, and easily realize the benefits for their business.

## The Nitty Gritty:

An automated campaign uses email, voice broadcast and text messages to drive attendance of new signups who have not yet converted into customers. **Sharing product knowledge with prospects has increased leads, sales and revenue. Every single webinar generates new sales.**

## The Numbers:

3 webinars run every day and 36% of webinar attendees convert to sales. Chris' list has increased from 498 to 4,764 and he has increased his customer

## Tips From The Trenches

### 1. Make yourself hard to forget

Remind your customers. Whether you use email or voice/text message, a reminder will drive your attendance. People get busy and forget they have registered. We've doubled our attendance by sending reminder texts.

### 2. Less friction + easier spending = more revenue

Utilizing a system that stores customer credit cards between purchases creates more opportunities for upsells and repeat business, as customers do not have to reenter information with each visit.

### 3. Don't give up

Abandoned shopping carts can result in huge potential revenue losses. Creating an automated follow up campaign for leads who failed to complete their order resulted in 48% reduced cart abandonment

base from 27 to 573. He has also hired two employees and increased his annual revenue from five to six figures.

### The Success Story:

By far, the biggest benefit of Chris's marketing efforts is the amount of time he gets to spend away from the office and with his family. Because of automating systems, broadened customer base and increased revenue, Chris has been able to decrease the number of hours he works per week from 60 to 40 and double his vacation days. He's moved from a Frankenstein sized headache to vacations with his family. That's a definition of success we can all get behind.

and resulted in a 73% conversion to customer.

### 4. Get personal

In the rapid-fire world of business, the personal touch can make all the difference. Instead of an impersonal email, we inexpensively outsource handwritten thank you cards for each customer. Our customers LOVE, share, talk about and praise this effort.



The greatest success in my eyes has always been on the accomplishment of a goal of a new level in life. To build something of value for people and have them give you money for it...that's truly a success.”

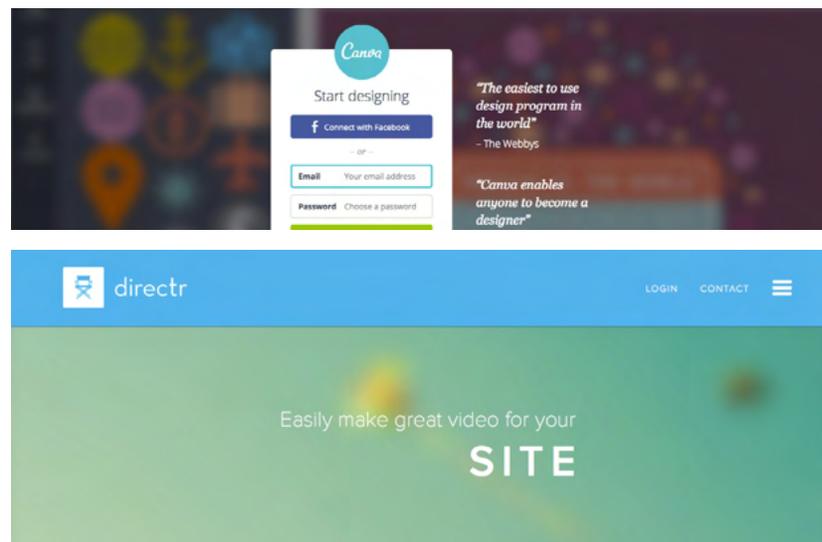
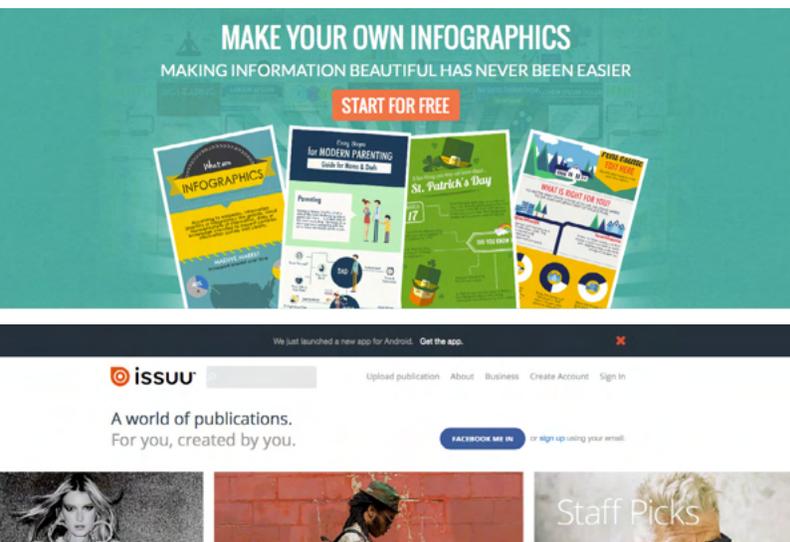
# Success

Regardless of your personal definition, for the overworked small business owner success can often feel light-years away. It is all too easy to get mired in the day-to-day drudgery of entrepreneurship, and stuck in the trap of working harder, not smarter.

**Combining the enormous potential of content marketing—from e-books and infographics to webinars and everything in between—with the ease of automation can move you exponentially closer to joining Yvonne, Andreea and Chris in enjoying your own version of personal success.**

## Next Steps:

1. Complete our downloadable workbook to create a personalized definition of success and an action plan to move you closer to its realization.
2. Join the conversation:
  - ✓ What is your personal definition of success?
  - ✓ How has automated content marketing worked for you? How have you struggled to integrate it into your business? What is keeping you from integrating automated content marketing?
  - ✓ Share your secret weapon. What one tool or action has helped move you closer to success over the past year than any other?
  - ✓ Do you have any Tips From The Trenches to share with our readers?
  - ✓ Use the hashtag **#CMstrategy** and have your stories included in future posts, interviews and e-books.



# Killer Content Marketing Tools

Feeling intimidated by the idea of creating a killer content marketing campaign without being a graphic guru, a video maven or a blogging superstar? Luckily, there are a plethora of tools, apps and templates that you can use to create a content marketing campaign that will consistently wow your customers.

## 1. Getting started: **The Content Marketing Institute**

This website is a goldmine of **templates**, **spreadsheets**, current research and inspiration to help you start and grow your content marketing skills.

## 2. Become a graphic guru: **Canva**

Canva makes it possible for anyone to create professional and appealing graphics without expensive software or design skills. Create your own original blog graphic, poster or presentation with a simple drag and drop interface or use one of their pre-created design templates. Edit your photos using preset filters or utilize the advanced editing tools. Additional premium graphics and design elements can be purchased for the minimal fee of \$1.00

## 3. Easy infographics: **Piktochart**

Some infographics look so complex you may never dream you can create your own.

Piktochart makes it easy with their three-step process. Start from a blank canvas or choose from a huge catalog of free and premium themes, then simply search their extensive menu of design elements, drag and drop onto your canvas and your infographic will quickly come to life.

#### 4. Embrace the power of video - [Directr](#)

Video can be intimidating. Many entrepreneurs avoid it because they believe it takes advanced skills and expensive equipment. Directr is a smart phone app that helps you to easily create amazing videos for your blog, newsletter or social media – unlocking the power of video with simple tools and built in smarts. You can begin with a free membership and advance as you need more features and videos.

#### 5. Create your own magazine - [Issuu](#)

Millions of avid readers use Issuu to peruse over 15 million publications, which is part archive, part library and part newsstand all located in one place. With three levels of membership, beginning with a robust free option, Issuu allows you to convert your PDF, Word Doc, Powerpoint or RTF file into a beautiful digital publication to share with your fans.

# About the Author

As Infusionsoft's Content Specialist, Jeanette strategizes and crafts relevant content for the modern day small business owner. As a long time entrepreneur, Jeanette leverages her experience and passion for small business to help guide and elevate her entrepreneurial minded peers. Jeanette's writing and photography have been published internationally, both in print and online. When she is not madly typing the draft of her next blog post, Jeanette can be found helping other entrepreneurs unleash their writing voice, sipping almond milk lattes in downtown hipster coffee shops, enjoying early morning desert hikes and spending time with her family.

Jeanette  
LeBlanc

Content Specialist





Ready to plan  
your own content  
marketing strategy?

Our workbook will help  
get you started.

# Content Marketing Plan Workbook

Do you want to create a content marketing campaign but don't know where to start? Complete our workbook to begin walking through the process from ideation to creation, distribution and metric tracking.

## Step One: Find out what your customers want.

Before you generate ideas for content marketing, it is important to first examine what content your clients want and what kind of content they find most appealing.

- ✓ A quiz or online survey through your blog, site, email list or social media platform
- ✓ Seek out peers in your industry, discover what similar companies are creating for their customers.
- ✓ Talk to sales people or customer service people in your company or similar industries. What are common questions and complaints they are hearing from customers? What information are customers most often seeking from them?
- ✓ Listen in: Use social media and news alerts to determine what your customers are talking about, what questions they are asking and what content they are most frequently consuming and sharing.

List five specific ways you can begin to discover the content your clients and potential customers most want.

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Identify five pieces of content marketing that have successfully worked for others in your industry.

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What are the five questions you are most asked by customers and prospects?

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From the above common questions, choose five potential topics on which to focus your content marketing efforts. For each one, brainstorm at least one way you could create engaging content to respond to this need for information.

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## Step Two: Narrow down your options

Your ideal project will be one that fits in the intersection of what your customers want and need and your own unique expertise.

Narrow your list of five potential topics from step one down to the three that best fit into the sweet spot between your customers' needs and your unique skills and expertise.

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From the list above – choose the topic, question or issue that you feel has the most potential or holds the highest interest to you and your customers.

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Identify the main audience and purpose for this project.

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**Tip:** Some topics may translate well into multiple formats, making it easy to reproduce the same base content into different formats for various audiences or to extend the timeline and reach of its impact. For example: you may be able to utilize research data for an e-book, a series of blog posts and an infographic. This sort of repurposing allows you to reach a wider audience and maximize your efforts.

One of the most daunting tasks when first approaching content marketing is the diversity of options. Use the list below, research options online or add your own. Choose at least three potential formats that would be a good fit for the project you identified above.

- |  |                                    |
|--|------------------------------------|
| E-book                                   | Email campaigns                    |
| How-To Video                             | Infographic                        |
| Teaser Video                             | Manifesto                          |
| Educational Video                        | Contest/game                       |
| Interview                                | Magazine                           |
| Learning aide/planner/one page PDF       | Newsletter                         |
| Free guide (Buyers Guide/Visitors Guide) | Educational Series (blog or video) |
| Coupon/offer                             | Online Community                   |
| Podcast                                  | Webinar/teleseminar/virtual summit |
| Loyalty Program                          | QR codes                           |
| Limited time free trial                  | White Papers                       |
| Free demo                                | Widget                             |
| Microsite/Landing page                   | Research Report                    |
| App                                      | Other: .....                       |

For each of the three possible projects above, brainstorm/research the tools, expertise or potential expense involved.

Idea: .....

- ✓ What tools/expertise are needed to create this?
- ✓ Do I (or does my team) currently possess these skills/expertise?
- ✓ Who is the audience (be specific)?
- ✓ Why will my customers love this? Is this the most appealing format to deliver this information?
- ✓ What are the most likely distribution methods?
- ✓ What is the time investment?
- ✓ What is the required the financial investment?
- ✓ How can I test the effectiveness of this project and measure metrics of success?

**Ask yourself – Will this project:**

- ✓ Help to position me as an expert in my industry or on this topic?
- ✓ Help my customers solve problems?
- ✓ Provide valuable education or instruction?
- ✓ Create community or connection?
- ✓ Provide entertainment?
- ✓ Offer implementable tools?
- ✓ Offer discounts/savings?
- ✓ Promote brand awareness?
- ✓ Assist in my customers' ultimate success?
- ✓ Create desirable PR
- ✓ Utilize valuable data from surveys, quizzes or research?
- ✓ Other?

## Step Three: Choose your first project

From the three possibilities identified in step two, choose the one that provides the best balance of ease, expense, time commitment and potential return.

Identify your first content marketing project here.

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Identify your main goals for this project. What do you want your audience to do with the content or information? What is the specific call to action? (Brand awareness? Email list? Social followers or shares? Conversion?)

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Make a detailed list of what is required for this project.

Tools: .....  
Expertise: .....  
Budget .....  
Research .....  
Distribution .....



Create a detailed timeline and scope for your project. Identify deadlines, key players, audience and plan for distribution and promotion.

## Step Four: Spread the word

Your project will only be an effective marketing tool if it reaches the desired audience. Being intentional about your plan prior to the creation phase can help ensure that your efforts are met with success.

- ✓ Who is the desired audience? Be as specific as possible?
- ✓ How do they like to receive information?
- ✓ Where do they spend their time?
- ✓ Identify the top three organic distribution channels to reach this audience.
- ✓ Identify the top three potential paid promotional avenues.
- ✓ Identify 3-5 key influencers your audience trusts who may be willing to share this project with their audience.

## Step five: Measure your success

It is important to be sure you have proactively identified the success metrics of your content so that you can adjust your plans and methods for future projects.

What are your most valuable success metrics? Identify at least three and track them on a regular basis while you are in the marketing and distribution phase.

Social shares (identify which platforms)  
Website traffic/page views  
Email list growth  
Social following  
Blog comments  
Downloads  
Media coverage/reposts/referral traffic

## Step six: Pat yourself on the back

**You did it! You're no longer just a dabbler in content marketing.**

While the project is still fresh in your mind, take some time to review your project from start to finish.

Ask yourself:

- ✓ What worked well?
- ✓ What could be improved?
- ✓ Was the project a success based on the goals and metrics identified?
- ✓ Were there unexpected benefits?
- ✓ What was the final cost and time investment?
- ✓ Was this beneficial enough to repeat?
- ✓ Did I choose the right project, audience and distribution channels?
- ✓ What will I do differently next time?