

THRIVE

Your Marketing Year-End Review:

Reflect, Reset, Refocus

*You can't plan your next move until
you know what your last move
taught you...*

Welcome

You've spent 2025 doing something with your marketing. The question is: did it work?

Most business owners can't answer that. They posted stuff. They tried things. They got busy and then felt guilty about not being consistent.

Sound familiar?

This workbook is different. It's not fluffy. It's not going to make you journal about your feelings. It's going to make you look at the DATA from your year – what worked, what flopped, and what you're going to do about it in 2026.

If you need a helping hand – check out our online guide of how to complete this audit by [clicking here.](#)

How to use this:

- ☐ Grab your phone, Google Analytics, and a coffee
- ☐ Block out 30–60 minutes (yes, uninterrupted)
- ☐ Be brutally honest—no one's grading you
- ☐ Use this to build an actual plan, not just vague intentions

Ready, let's go!

PART 1: REFLECT

What actually happened in your marketing in 2025?

Before you start, gather your receipts:

- Your social media insights (Instagram, Facebook, LinkedIn—wherever you actually showed up)
- Google Analytics (if you have it)
- Email marketing stats (open rates, click rates, unsubscribes)
- Your calendar or planner
- Your bank statements or revenue tracker

The Marketing Audit

SOCIAL MEDIA

- ☐ Which platform brought you actual enquiries (not just likes)?

Platform: _____

- ☐ What type of content got the most engagement?

Platform: _____

- ☐ How many times did you post consistently for a full month?

☐ Which posts took forever to create and totally bombed?

☐ Did you reply to DMs and comments within 24 hours?

☐ Mostly ☐ Sometimes ☐ Rarely ☐ What DMs

☐ What worked:

☐ What flopped:

YOUR WEBSITE

☐ How many visitors did you get this year?

☐ What's your most visited page (other than homepage)?

☐ What's your bounce rate?

_____ %

☐ Does every page have a clear call-to-action?

☐ Yes ☐ Most Pages ☐ Just homepage ☐ Oops

☐ When did you last update your website?

☐ What worked?

☐ What flopped?

EMAIL MARKETING

☐ How many emails did you send in 2025?

☐ Average open rate

_____ %

☐ Which email got the best response?

☐ How many people unsubscribed?

☐ Did your list grow or shrink?

Start: _____ End: _____

☐ What worked?

☐ What flopped?

SEO & GOOGLE

☐ Is your Google Business Profile updated?

Last updated: _____

☐ What keywords are people using to find you?

1 _____

2 _____

3 _____

☐ Are you on page 1 of Google for anything?

☐ How much new website content did you create?

_____ (blog posts, service pages, etc.)

☐ What worked?

☐ What flopped?

THE MONEY QUESTIONS

- ☐ How much did you spend on marketing in 2025?

£_____

- ☐ How many customers came from your marketing efforts?

- ☐ What was your cost per customer?

£_____

- ☐ Which marketing activity brought in the most revenue?

- ☐ Which marketing thing cost you money and brought in nothing?

THE HONEST QUESTIONS

☐ What marketing task did you avoid all year?

☐ Why? (Fear? Time? No clue how to do it?)

☐ What surprised you in a good way?

☐ What did you waste time on that brought in zero customers?

☐ If you could only do THREE marketing activities in 2026, what would they be?

1 _____

2 _____

3 _____

PART 2: RESET

What are you going to stop, continue, and start doing?

Right. You've got the data. Now let's make decisions.

STOP, CONTINUE, START Framework

What will you STOP doing in 2026?

I will STOP: _____

Why it needs to stop: _____

What this has cost me: _____

What will change when I stop: _____

I will STOP: _____

Why it needs to stop: _____

What this has cost me: _____

What will change when I stop: _____

What will you CONTINUE doing in 2026?

I will CONTINUE: _____

Proof it's working: _____

How to keep it going: _____

I will CONTINUE: _____

Proof it's working: _____

How to keep it going: _____

I will CONTINUE: _____

Proof it's working: _____

How to keep it going: _____

What will you START doing in 2026?

I will START: _____

Why I want to start this: _____

What this will add to my business: _____

Easy First Step: _____

I will START: _____

Why I want to start this: _____

What this will add to my business: _____

Easy First Step: _____

PART 3: REFOCUS

Your ONE marketing goal for 2026

Pick ONE thing from your "START" list that would make the biggest difference.

My ONE marketing focus for 2026:

What success looks like:

How I'll know I've succeeded:

What I need in place to make this happen:

What could get in the way:

My plan to handle it:

First small step (something I can do THIS WEEK)

Weekly action I'll commit to:

You're done.

Most business owners never do this. They wing it, hope for the best, and wonder why their marketing feels chaotic.

Now:

- Save this somewhere you'll actually see it
- Set a monthly reminder to review your goal
- Check in quarterly to see what's working

Marketing doesn't have to be overwhelming. It just has to be intentional.

2026 is your year to stop guessing and start knowing what works.

Now go do it.

And if you need a helping hand then drop me an email

ellie@justthrivemarketing.com



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