

PROPOSAL

marketing concepts

# 10 Easy Wins For Your Marketing Strategy Now

Quick fixes you can implement this month.  
No drama, just traction.

PROPOSED BY MARKETING CONCEPTS





# How to use this guide

Pick **3–5 wins**, put them in place over **7–10 days**, watch the results for **4 weeks**, and keep what works. If you'd like help, our details are at the end.

## 1. See what's really happening on your website

### Why this helps

You can't improve what you can't see.

### Action checklist

- Make sure your website's analytics tool is set up correctly (so enquiries, purchases, and key button clicks are recorded).
- Check that these important actions are named clearly and appear in your reports.
- Use simple, consistent "tracking labels" on links from emails and social posts so you can tell where visitors came from.
- Each week, look at four numbers: visitors, enquiries/sales, where visitors came from, and your top pages.

## 2. Focus your social media

### Why this helps

Less noise, better quality, more consistency.

### Action checklist

- Look at the last 3 months: which channels brought you saves, clicks and enquiries?
  - Keep the best one or two and pause the rest. In the paused channels, update your bio to say “We’re most active on \_\_\_.”
  - Set a simple routine for the channels you keep (for example: two short videos and one image set per week).
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## 3. Plan your budget with purpose

### Why this helps

Your money works harder when it backs what’s already proving itself.

### Action checklist

- List your marketing channels and estimate roughly how much it costs to get one enquiry or sale from each.
- Move some money away from the weakest performers and top up the best two.
- Keep 10–15% aside for small tests (new adverts, new audiences, new offers).

## 4. Give each webpage one clear job

### Why this helps

Pages with one goal convert better.

### Action checklist

- Choose one main action per page (call us, book a demo, download a guide).
  - Put a short proof near the top (a result, a customer logo, or a line of praise).
  - Keep forms short—only ask for what you really need.
  - Use a simple heatmap or screen-recording tool for two weeks to spot where people get stuck, then fix those points.
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## 5. Make your brand easy to understand (quick check)

### Why this helps

Clarity speeds up decisions.

### Action checklist

- Write one line that says who you help, what you do, and why you're a better choice.
- List three outcomes customers get (not features).
- Check that your logo, colours, fonts and photo style match across your website, social channels and sales deck.

## 6. Improve your web buttons and links

### Why this helps

Specific wording gets more clicks.

### Action checklist

- Replace vague buttons like “Learn more” with clear actions such as “Get the guide”, “See prices and perks”, or “Book a quick call”.
  - Match the action to where people are in their journey (for example: “See how it works” for first-timers; “Get a quote” for people ready to buy).
  - Try two versions for a week and keep the winner.
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## 7. Fix the first 10 seconds of your posts and videos

### Why this helps

People decide fast—grab attention early.

### Action checklist

- Start with a problem or a promise.
- Add on-screen captions so it works on mute.
- Show the result in the first frame (before/after, short demo, final outcome).

## 8. Add proof where it matters on your website

### Why this helps

Trust turns interest into action.

### Action checklist

- Put one strong result or a tiny case study next to your main call to actions.
  - Swap vague quotes (“Great service”) for specific ones (“Cut our enquiry time by 32% in 6 weeks”).
  - Pin a proof post on your social profile and link to it from your bio and main pages.
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## 9. Send emails that get replies

### Why this helps

Email reaches people reliably and drives action.

### Action checklist

- Give each email one audience and one purpose.
- Write a subject line that promises a clear benefit; use the preview line to complete the thought.
- End with a simple invite to reply (“Want the template? Reply with ‘send it.’”).

## 10. Create a short weekly review

### Why this helps

Little and often beats big and rarely.

### Action checklist

- Hold a 15-minute weekly check-in: your top three numbers and one decision.
  - Keep a short list of activities to stop and ideas to scale up.
  - Save what you learn in a shared document so everyone stays aligned.
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## 7-Day Starter Plan (stick this on the wall)

- Day 1–2:**  
Set up/verify website tracking (#1) and choose your best social channels (#2)
- Day 3:**  
Improve one key web page and publish the changes (#4)
- Day 4:**  
Tidy your brand message and improve two CTAs/links (#5–6)
- Day 5:**  
Post two attention-grabbing pieces and add one proof block (#7–8)
- Day 6:**  
Send one focused email with a clear invite to reply (#9)
- Day 7:**  
15-minute review; decide what to stop and what to scale (#10)

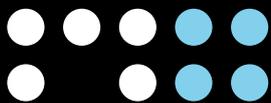
# Need a hand?

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## Marketing Concepts can help you:

- Make your website tracking work properly and set up simple weekly reporting
- Clarify your brand message and tidy your look and feel
- Plan your budget and choose the right channels
- Create web pages that convert and emails that get replies
- Run short test-and-learn sprints that show results in weeks, not months

**Just reply or email us MC Audit to [enquiries@marketingconcepts.co.uk](mailto:enquiries@marketingconcepts.co.uk) to book a 15 minute call.**



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