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HOW TO TURN Q4 MARKETING INTO YEAR-END SUCCESS



HOW TO MAKE Q4 MARKETING COUNT:

Your Six-step Plan to Success

01 REVIEW THE YEAR	**04** PUBLISH CONTENT THAT HELPS
02 WORK YOUR WARM PIPELINE	**05** TIDY YOUR DIGITAL FOUNDATIONS
03 GIVE CLIENTS A REASON TO ACT	**06** BUILD APRIL BEFORE YEAR-END

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You do not need a new strategy for the final weeks of the year. You need focus. These six steps fit around a busy diary. Prepare them in December, run them from early January, and complete them before 31 March.

1. Review the year in one sitting

Before spending another pound, look at what has already happened. Block out two hours and answer three questions: where did your best clients come from, which content or channels drove enquiries, and what cost time or money without results?

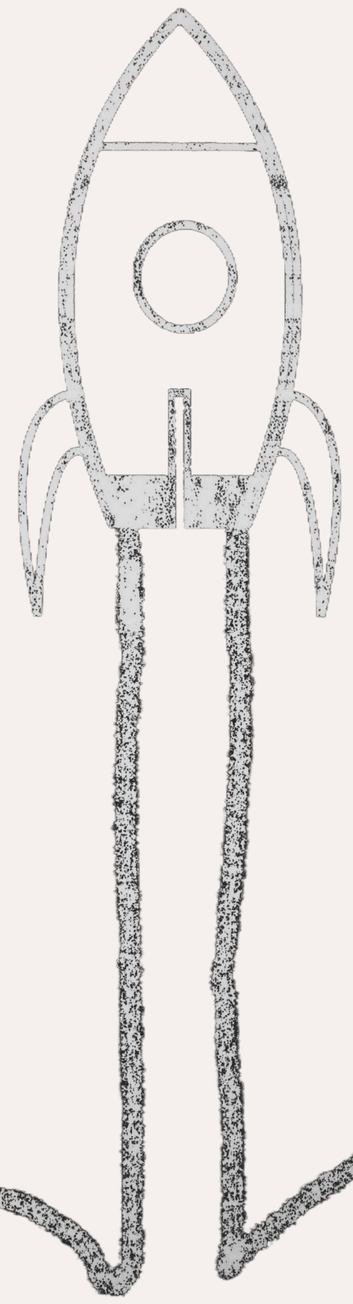
Action points:

- Export your **top 10 pages** and top traffic sources from GA4 for April to December 2026.
- List your **10 best clients** of the financial year so far and note how each one found you.
- Mark **one channel** to stop, one to keep and one to grow next year.

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2. Work your warm pipeline first

The fastest year-end wins come from people who already know you. Open proposals, lapsed enquiries and past clients are far easier to convert than cold prospects.



Action points:

- List every **proposal or enquiry** from the past six months that did not convert.
- Send each one a short, personal follow-up in the first two weeks of January. **Offer a useful update**, not a hard sell.
- Contact your **five most valued past clients** to ask how they are planning for the new financial year, and where you might help.

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3. Give clients a reason to act before year-end

Urgency works when it is genuine. Instead of blanket discounts, build offers around real deadlines, such as limited January capacity, budget year-ends or seasonal needs.

Action points:

- Create **one clear year-end offer**, for example, a fixed-price marketing audit or an April start slot booked before 12 March.
- **Set a firm end date** and say it plainly in every message.
- **Check any offer** against your sector's rules. Healthcare providers, for instance, must follow advertising standards on claims and incentives.

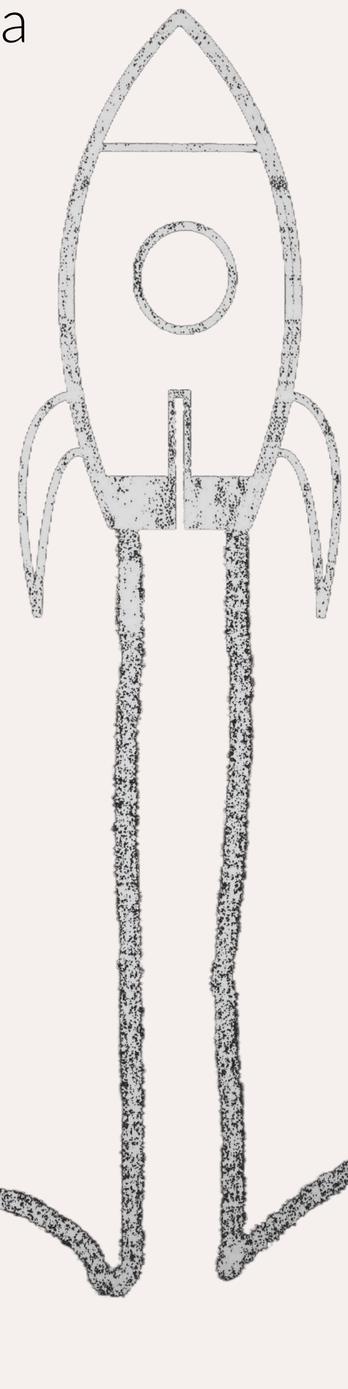
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4. Publish content that helps people plan

In February and March, your audience is planning the new financial year. Content that helps them plan the new year earns attention, links and trust.

Action points:

- Publish one **planning-focused piece** by mid-February, such as a checklist, a year-ahead guide or a lessons-learned post.
- Turn it into **three or four LinkedIn posts** and one email to your list.
- Refresh your **two best-performing blog posts** with up-to-date information and stronger calls to action.



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5. Tidy your digital foundations

Early January, while clients are still settling back in, is ideal for fixing what campaigns depend on. A faster website and an accurate Google Business Profile will work harder for every pound you spend in the new financial year.

Action points:

- Run your homepage and main service page through **PageSpeed Insights**, and fix the top two issues.
- Update your **Google Business Profile** with Easter opening hours (Good Friday is 26 March 2027), recent photos and a new post.
- Test every **contact form** and phone link on mobile.

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6. Build April before year-end

The aim is to open the new financial year with work already moving. A little preparation now saves weeks of slow restarting.

Action points:

- **Draft and schedule** your first two emails and four social posts for April.
- Set **three marketing goals** for the first quarter of the new financial year (April to June), each with a number and a date.
- Book a **30-minute planning session** for the



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If you would like a second pair of eyes on your year-end plan, or help building a marketing roadmap for the new year, get in touch. A short conversation now could make January your strongest start yet.

Get in touch and let's put a digital marketing plan together that gets your business showing up where it counts.

Get in touch to discuss your requirements.

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