

We've listed out some questions that might be helpful during your end-of-the-year evaluation. Keep this handy so you can easily review lessons learned and set your team up for success in the new year.

- Did you achieve desired results from your marketing efforts?
- Which specific marketing initiatives were effective?
- Which initiatives were not effective?
- Should you reallocate resources to better performing targets, markets, or marketing tactics?
- Has your target market or audience changed over the year?
- How could you learn more about your target audience?
- Which departments do you want to collaborate with more?
- How could you streamline the way you collaborate with people outside of your team?
- How could you improve collaboration within your team?
- Were you able to stay within the marketing budget at the end of the year?
- In which areas of your budget do you need to cut costs in for the coming year?
- What areas of your budget do you want to invest more in for the coming year?
- What were your biggest wins this year?
- What's your New Year's resolution to your team?



Congrats! You're ready to take on the new year.

Be sure to congratulate your team on a job well done.