

ClickClick.Media

End-of-Financial-Year Digital Marketing Checklist

for Business Owners



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Use this checklist to review your digital marketing strategy, evaluate your investments, and maximise tax savings before the financial year ends.

Reviewing Financials & Tax Deductions

- Identify Eligible Tax Deductions**
 - ✓ Website development, redesign, or upgrades
 - ✓ SEO and content marketing investments
 - ✓ Paid advertising (Google Ads, Facebook Ads, LinkedIn Ads)
 - ✓ Software subscriptions (SEO tools, CRM, email marketing, analytics)
 - ✓ Hosting fees and domain renewals
 - ✓ Marketing automation tools
- Assess Return on Investment (ROI)**
 - ✓ Review which digital marketing strategies brought in the most revenue
 - ✓ Cut or adjust underperforming campaigns to optimise budget for next year
- Consult Your Accountant**
 - ✓ Confirm eligible digital marketing expenses for tax deductions
 - ✓ Discuss prepaying for next year's marketing services to claim deductions now
 - ✓ Understand depreciation for ongoing marketing costs
- Confirm Outstanding Invoices**
 - ✓ Settle payments for marketing services before June 30 to maximise deductions

Reviewing Website & SEO Performance

- Check Website Speed & Security**
 - ✓ Run a site speed test and fix slow-loading pages
 - ✓ Ensure SSL certificate is active and site security is up to date
- Ensure Website is Mobile-Friendly**
 - ✓ Test for usability issues on mobile devices
 - ✓ Improve navigation and call-to-action buttons for better conversions
- Audit SEO Performance**
 - ✓ Review Google Search Console for errors, rankings, and crawl issues
 - ✓ Refresh old content and update meta tags with relevant keywords
 - ✓ Identify opportunities for new high-value content
- Track & Measure Results**
 - ✓ Set up or review Google Analytics 4 (GA4)
 - ✓ Check conversion tracking and set up new goals for the next year

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Advertising & Paid Media Strategy

- Review Ad Spend & Adjust Budgets**
 - ✓ Identify which platforms delivered the highest ROI (Google Ads, Facebook, LinkedIn)
 - ✓ Pause or adjust underperforming ads and allocate funds to top-performing campaigns
- Plan for EOFY Sales & Promotions**
 - ✓ Create last-minute ads, email campaigns, and social posts for any sales events
 - ✓ Optimise landing pages to support promotional offers
- Retarget & Nurture Leads**
 - ✓ Set up retargeting campaigns for visitors who didn't convert
 - ✓ Launch email and ad campaigns to re-engage past customers
 - ✓ Understand depreciation for ongoing marketing costs
- Negotiate with Your Marketing Agency**
 - ✓ Lock in next year's advertising rates or prepay for services at current rates

Content & Social Media Review

- Evaluate Content Performance**
 - ✓ Identify top-performing blogs, videos, and social posts
 - ✓ Repurpose or update high-traffic content with fresh insights
- Audit Social Media Performance**
 - ✓ Review engagement, follower growth, and referral traffic
 - ✓ Update branding, images, and outdated content
- Plan for Next Year's Content Strategy**
 - ✓ Create a 12-month content calendar with seasonal trends and campaigns
 - ✓ Identify gaps in content and new topics based on customer demand
- Align Messaging with Business Goals**
 - ✓ Ensure upcoming content and campaigns match long-term objectives

Customer Database & CRM Cleanup

- Segment & Clean Up Email Lists**
 - ✓ Remove inactive subscribers and update customer preferences
 - ✓ Segment audiences for personalised email marketing campaigns
- Automate Lead Nurturing**
 - ✓ Set up workflows for new leads, abandoned carts, and customer retention
 - ✓ Optimise email sequences for better engagement
- Ensure CRM Data is Accurate**
 - ✓ Update contact details, sales records, and customer insights

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Security, Compliance & Renewals

- Check Data Security & Privacy Policies**
 - ✓ Ensure compliance with Australian Consumer Law and GDPR (if applicable)
 - ✓ Update website privacy policies and cookie consent settings
- Backup Digital Assets**
 - ✓ Secure backups for website data, marketing materials, and customer records
- Renew Domains, Hosting, & Subscriptions**
 - ✓ Ensure your website, marketing tools, and software licenses are active

Setting Goals & Planning for the Next Year

- Review Business & Marketing KPIs**
 - ✓ Evaluate lead generation, conversion rates, and ad performance
 - ✓ Set realistic growth targets for the next financial year
- Refine Budget & Marketing Plan**
 - ✓ Allocate resources to the best-performing channels
 - ✓ Explore new marketing tools or strategies to increase sales
- Book a Strategy Session with Your Marketing Team**
 - ✓ Discuss insights from the past year and develop a refreshed digital strategy
 - ✓ Identify key areas for investment to drive growth

Final Step: Take Action Now

Time is running out to **maximise deductions, optimise your digital marketing, and set your business up for a strong start to the new financial year.**



Need expert advice?

Contact **Click Click Media** for a strategy session and ensure your business is ready to grow. **Visit clickclickmedia.com.au to get started!**