

ClickClickMedia

EOFY Digital Marketing Checklist

for Marketing Managers



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As the financial year comes to a close, now is the time to **review campaign performance, optimise budgets, and plan for the next year.** This checklist will help you **identify opportunities, cut inefficiencies, and ensure your digital marketing strategy is set up for success.**

Budget & Expense Review

- Audit Marketing Spend**
 - ✓ Compare **planned vs. actual** budget allocation across channels (SEO, PPC, content, social, email, etc.)
 - ✓ Identify **wasted spend** and areas for reallocation
- Prepay Services to Maximise EOFY Tax Savings**
 - ✓ Lock in discounts for **annual software subscriptions, ad budgets, or agency retainers**
 - ✓ Pre-book SEO, PPC, and content services for next year
- Claim Eligible Tax Deductions**
 - ✓ Website development and upgrades
 - ✓ Paid advertising (Google Ads, Facebook Ads, LinkedIn Ads)
 - ✓ SEO software and marketing automation tools
 - ✓ Web hosting, domain renewals, and CRM costs
 - ✓ Content creation expenses
- Work with Finance to Finalise Unpaid Invoices**
 - ✓ Ensure all **marketing-related invoices are processed before June 30** for deductions

Website & SEO Audit

- Evaluate Website Performance**
 - ✓ Test **site speed, mobile-friendliness, and security (SSL)**
 - ✓ Identify and fix **broken links, 404 errors, and outdated content**
- Check Google Search Console & GA4**
 - ✓ Identify and fix crawl issues or indexing problems
 - ✓ Review **conversion tracking accuracy**
 - ✓ Analyse **top-performing landing pages and underperforming content**
- Review SEO Health & Rankings**
 - ✓ Audit **organic traffic trends, keyword rankings, and click-through rates (CTR)**
 - ✓ Update **meta titles, descriptions, and heading structures**
 - ✓ Improve **internal linking strategy**
- Back Up Website & Marketing Data**
 - ✓ Secure **website files, CRM data, and analytics reports**

Paid Advertising & Performance Marketing

- Analyse Paid Campaign ROI**
 - ✓ Review **Google Ads, Facebook Ads, LinkedIn Ads, and Display Networks**
 - ✓ Identify **high-performing vs. low-performing campaigns**
- Check Retargeting & Lead Nurturing Campaigns**
 - ✓ Ensure retargeting ads are running for abandoned carts, landing page visitors, and engaged users
- Reallocate Ad Spend**
 - ✓ Cut **underperforming ads** and shift budget to **top-performing channels**
 - ✓ Test **new ad creatives, targeting, and audience segments**
- Negotiate Discounts on Ad Budgets or Agency Services**
 - ✓ Secure **prepaid ad placements or discounted service retainers** for next year

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Content & Social Media Planning

- Assess Blog & Content Performance**
 - ✓ Identify **top-performing blogs** and update them for **continued ranking**
 - ✓ Repurpose **high-performing content** into **videos, infographics, or email campaigns**
- Review Social Media Engagement Metrics**
 - ✓ Check **which posts performed best** and refine your strategy
 - ✓ Update **profile information, branding, and pinned content**
- Update Content Calendar for the Next Financial Year**
 - ✓ Plan new topics aligned with **SEO trends, audience insights, and seasonal opportunities**
- Set Up or Refine Content Workflows**
 - ✓ Automate **content approval processes, publishing schedules, and team collaboration tools**

Email Marketing & CRM Strategy

- Clean & Segment Email Lists**
 - ✓ Remove **inactive subscribers** and update **customer preferences**
 - ✓ Identify **high-value segments** for **targeted campaigns**
- Optimise Email Automations**
 - ✓ Review and refine **welcome sequences, nurture campaigns, and abandoned cart flows**
 - ✓ Test **new subject lines, content formats, and CTAs**
- Prepare EOFY Sales & Promotions**
 - ✓ Set up final **EOFY promotional emails, ads, and social campaigns**
- Back Up Website & Marketing Data**
 - ✓ Secure **website files, CRM data, and analytics reports**

Compliance, Security & Renewals

- Review Data Privacy & Security Policies**
 - ✓ Ensure compliance with **Australian Consumer Law and GDPR (if applicable)**
 - ✓ Update website **privacy policies and cookie consent settings**
- Check Renewals & Subscriptions**
 - ✓ Ensure **domains, hosting, SEO tools, and marketing platforms** are active
 - ✓ Test **new ad creatives, targeting, and audience segments**
- Backup All Digital Marketing Data**
 - ✓ Secure **Google Analytics reports, customer insights, and ad campaign data**

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Strategy & Goal-Setting for Next Year

- Evaluate Key Marketing KPIs**
 - ✓ Assess **lead generation, conversion rates, ad performance, and ROI**
- Align Strategy with Business Goals**
 - ✓ Work with **executives and sales teams** to set **realistic growth targets**
 - ✓ Plan **new product launches, campaigns, or rebranding efforts**
- Refine Digital Marketing Budget**
 - ✓ Allocate resources to the **most profitable marketing channels**
 - ✓ Identify areas for **new investment (AI tools, automation, interactive content, etc.)**
- Book a Digital Strategy Session**
 - ✓ Meet with your **marketing team, agency, or consultants** to refine next year's roadmap

Final Steps: Take Action Before June 30

EOFY is a critical time for marketing managers to **finalise budgets, optimise campaigns, and set a strong foundation for the new financial year.**



Need expert guidance?

Contact **Click Click Media** for a strategy session to refine your marketing and **drive stronger results next year.** Visit clickclickmedia.com.au to get started!

This checklist ensures **marketing managers** can **optimise performance, manage budgets efficiently, and align digital marketing efforts with overall business growth.** Let me know if you'd like any refinements!