

Building Your

Marketing

2025

Wrapped

In 5 steps >

Market Your Marketing

edhumphries.com



**Decide what you
want the recap to
say**

Not tasks. Outcomes.



Make it Measurable

Marketing activities into Business Impact

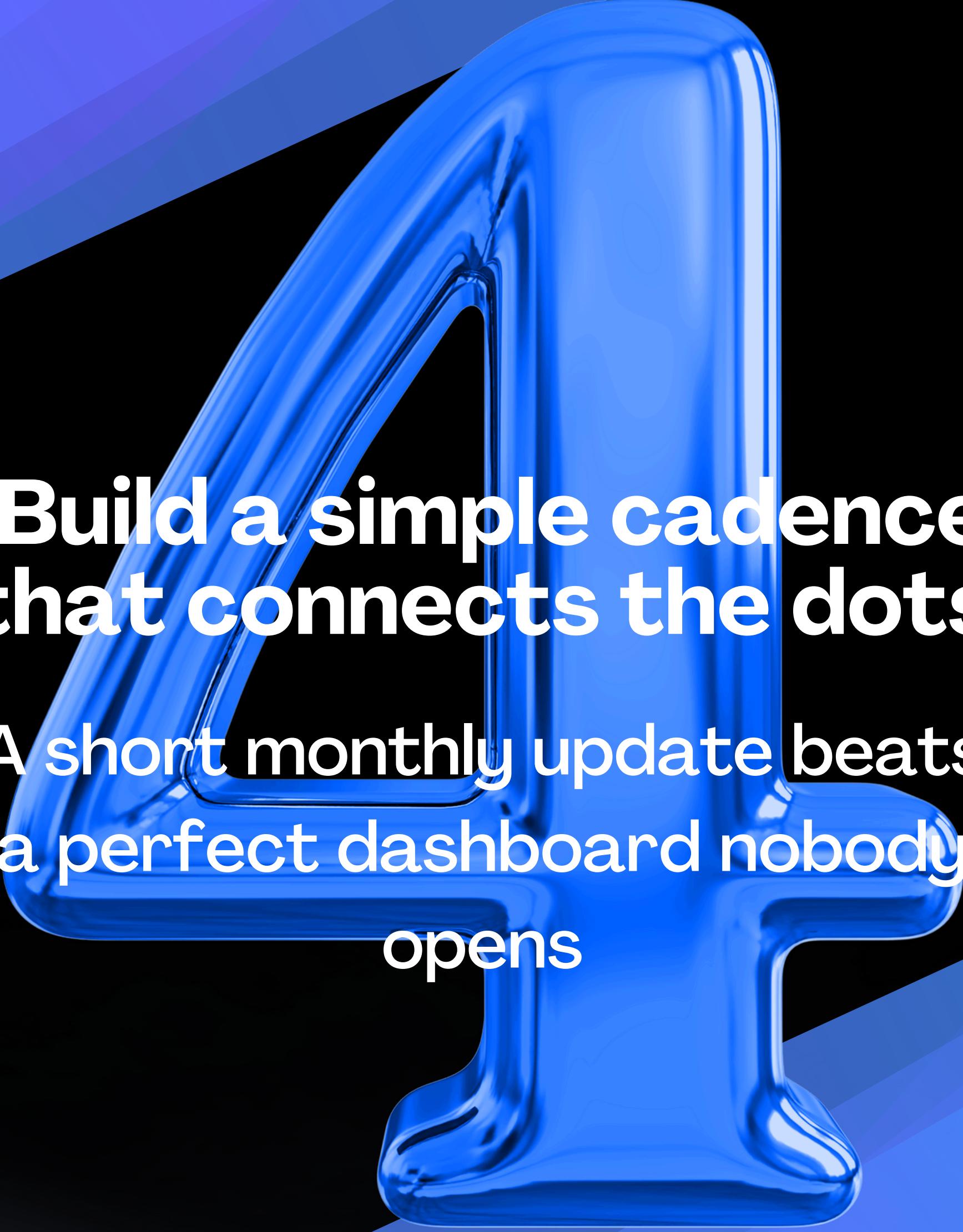
Market Your Marketing

edhumphries.com



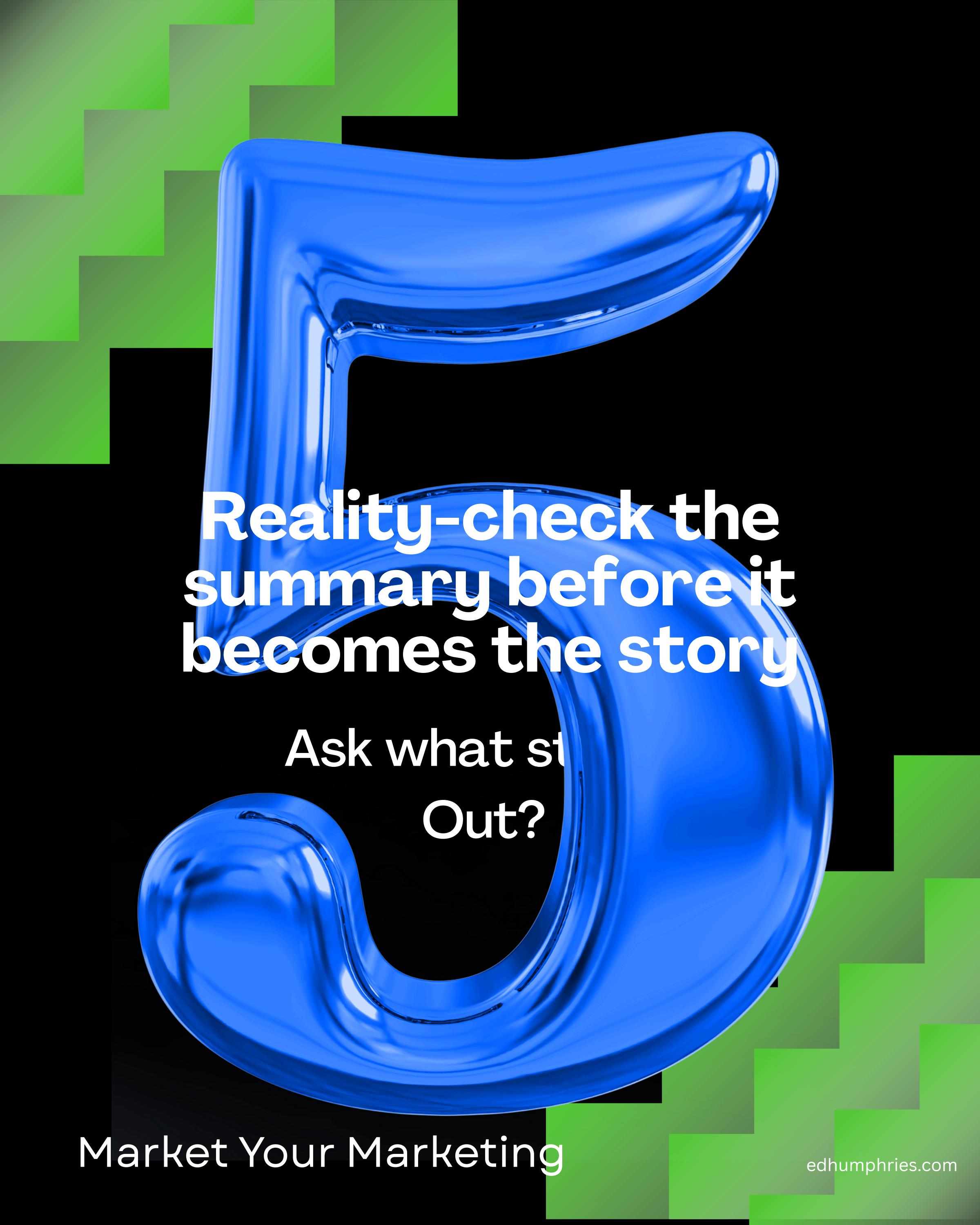
**Leave artifacts that
represent the strategy**

**People remember what
they can point to**



**Build a simple cadence
that connects the dots.**

**A short monthly update beats
a perfect dashboard nobody
opens**



**Reality-check the
summary before it
becomes the story**

Ask what st

Out?



**People evaluate you
on what shows up.**

**Emphasize the right
story.**