

A blue geometric graphic consisting of several overlapping triangles and parallelograms, creating a sense of depth and movement. It is located in the top-left corner of the image.

Building Your

Marketing 2025

Wrapped

In 5 steps >

A blue geometric graphic consisting of several overlapping triangles and parallelograms, creating a sense of depth and movement. It is located in the bottom-right corner of the image.

Market Your Marketing

edhumphries.com



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

Not tasks. Outcomes.

Market Your Marketing

edhumphries.com



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 story
you're selling
Out?**

Market Your Marketing

edhumphries.com

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

**Emphasize the right
story.**