



Quick Fix Marketing Boosts

Checklist

Compass  Consulting
Donna Lynn Price

Welcome. Welcome!!

If you're short on time, it's easy to feel overwhelmed by all the marketing tasks you could do. However, you don't always need a whole campaign or a new strategy to see results.

Marketing momentum doesn't come from long hours; it comes from consistent action. Each small change you make adds another layer of visibility, another reason for customers to trust you, and another chance to generate sales. Over time, these quick fixes add up to meaningful results.

This guide gives you quick promotional actions that take minutes to implement but can lead to more leads, stronger customer relationships, and higher revenue.

The list works for both product-based and service-based businesses and is grouped into categories, so you can easily pick the ones that fit your goals.

Each idea includes a short explanation of why it works.

You can use this resource in whatever way works for you, for example:

- Pick one quick fix to do today and implement immediately.
- Choose four and complete one per week over the next month.

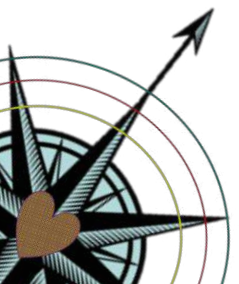
Let's get started!

Donna

Donna Price
Founder and CEO

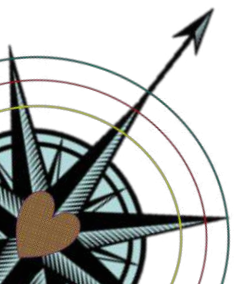
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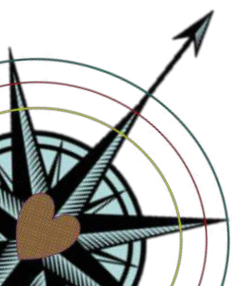
Content & Messaging

Quick Change	Why It Works
Refresh a headline or page title	Stronger benefits and keywords attract attention and improve search visibility.
Rewrite your opening sentence or hook	Captures attention faster and increases time spent reading or watching.
Update your CTA wording	Specific, action-focused CTAs increase clicks ("Get Your Guide" beats "Learn More").
Add a FAQ section to an existing page	Answers objections quickly and can improve SEO for common questions.
Republish an old blog post with updated info	Signals freshness to search engines and gives you a new chance to share it.
Convert a blog post into a checklist or cheat sheet	Creates a new lead magnet without new research.
Turn an email into a social post or vice versa	Extends reach and maximizes use of your existing work.
Add a personal story or client success example	Builds trust and emotional connection quickly.
Write a seasonal version of an existing post	Keeps your content relevant and timely.



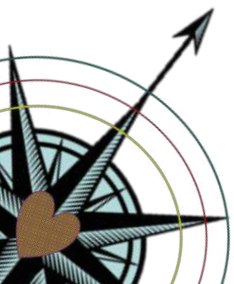
Visuals & Media

Quick Change	Why It Works
Swap out or add an image	Draws attention and signals fresh content.
Add captions to videos	Increases watch rates, especially for mobile and muted autoplay.
Create a simple before/after graphic	Makes results easy to understand at a glance.
Use a carousel format for social posts	Encourages swiping and keeps people engaged longer.
Add branded elements to graphics	Builds recognition and trust.
Create a simple infographic	Turns existing data or tips into a shareable visual.



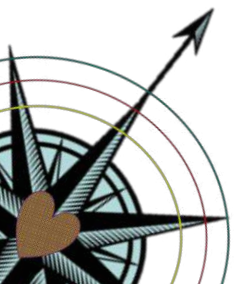
Engagement & Interaction

Quick Change	Why It Works
Post a poll or quiz	Sparks quick interaction and can boost algorithm reach.
Ask a one-line question related to your niche	Easy for your audience to respond, boosting engagement.
Comment on or share a trending post	Puts you in front of a new audience with minimal effort.
Invite user-generated content (UGC)	Builds community and provides ready-made content for you.
Run a short giveaway	Generates buzz and increases shares.
Reply to five comments or DMs personally	Strengthens relationships and increases loyalty.



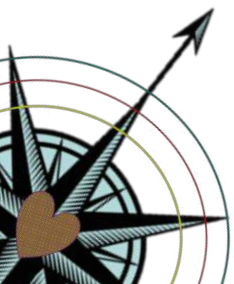
SEO & Discoverability

Quick Change	Why It Works
Add an internal link to an older post or product page	Keeps people on your site longer and improves SEO.
Update image alt text with keywords	Helps with search visibility, especially in image searches.
Optimize one meta description	A better preview in search results improves click-through rate.
Add location-based keywords to a page	Increases visibility for local searches.
Add a headline that matches a trending search query	Captures traffic while a topic is hot.



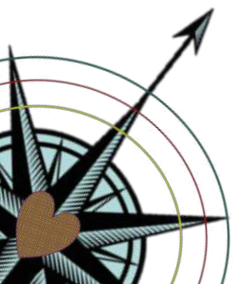
Offers & Conversion Boosters

Quick Change	Why It Works
Highlight a limited-time offer or bonus	Creates urgency for faster decision-making.
Feature a best-seller or most popular service	Uses social proof to increase trust.
Add a testimonial or review	Reduces buying hesitation and builds credibility.
Offer a “quick win” bonus with purchase	Increases perceived value instantly.
Add an order bump or small upsell	Can raise average order value without new products.
Show a “frequently bought together” suggestion	Encourages customers to add more to their cart.



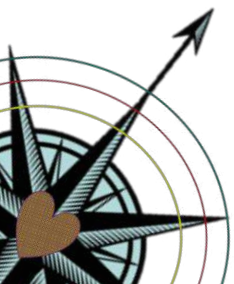
Email Marketing

Quick Change	Why It Works
Resend an email to non-openers with a new subject line	Increases reach with minimal effort.
Add a PS line with a link to your lead magnet or offer	Captures extra clicks without rewriting the email.
Link to evergreen content in your next newsletter	Keeps your best resources working for you.
Change one subject line in a nurture sequence	Can improve open rates without touching the rest of the email.
Add a testimonial or case study snippet	Builds trust right inside the inbox.



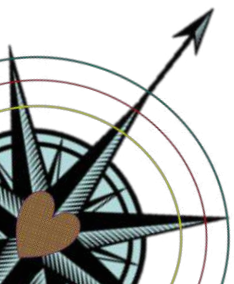
Social Media & Promotion

Quick Change	Why It Works
Pin a key post or offer	Keeps it visible to all new visitors.
Post the same offer with a different image or video	Feels fresh to the audience and works for different preferences.
Use a trending hashtag or audio	Increases reach without new content creation.
Collaborate on a joint post with a peer	Shares audiences and adds credibility.
Share a “what’s working now” tip in your niche	Positions you as a go-to expert.
Record a quick reaction video to a trend	Rides current visibility waves with minimal planning.



In-Store & Local Business Quick Changes

Quick Change	Why It Works
Change your window display	Grabs the attention of passers-by and gives repeat visitors something new to notice.
Add seasonal or themed signage	Creates urgency and relevance, encouraging impulse visits.
Refresh product placement near the entrance	Puts high-margin or popular items in prime visibility spots.
Offer a "Today Only" promotion	Drives immediate foot traffic and word-of-mouth.
Place a small freebie or sample at checkout	Encourages trial of new products and can increase future purchases.
Display customer reviews or testimonials in-store	Builds trust with walk-in customers.
Partner with another local business for a joint promo	Expands reach to their customer base with minimal extra work.
Add a QR code to in-store signage	Connects in-person customers to your online offers or lead magnets.
Use a chalkboard or changeable sign with daily tips or offers	Keeps messaging fresh and gives people a reason to stop and look.
Host a mini event or demo	Increases foot traffic and creates buzz without a big investment.

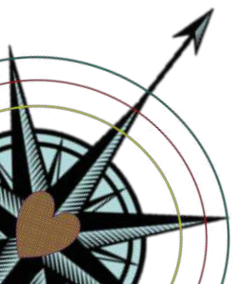


Prioritization Worksheet

With so many options, you don't need to try everything at once. Use these questions to quickly decide which actions to tackle first:

Which actions would take me less than 15 minutes?	
Which actions could make the biggest difference for me right now?	
Which actions can I reuse or repeat later?	
Which actions feel easiest or most enjoyable for me?	

Circle or highlight 3–5 actions that score well across these questions. Those are your quick wins.



Your Action Plan:

4-Week Quick Fix Calendar

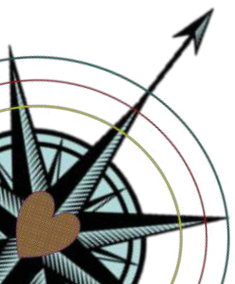
Use this simple calendar to plan one action per week. By the end of four weeks, you'll have implemented at least four impactful changes without feeling overwhelmed.

Week 1:

Week 2:

Week 3:

Week 4:



30 Minute Marketing Boosts

Now it is time...to make it happen!!

These 30 Minute Marketing Boosts can give your business a – “boost”! Have fun creating your playing with them. Let me know which ones work best for your business!!

It is time to take action!!

BUT, if you don't or you need some help to refine it, schedule a brainstorming session with me. During the 45 minutes, we will look at what you have and sort through your questions. Let me help you to get into forward action.

Schedule YOUR brainstorming session today!! I would love to talk with you!!

All the best,

Donna

Donna Price
Founder and CEO

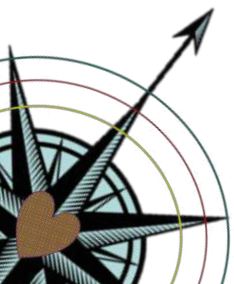
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Remember: Business growth is a flow. Strengthen one key, and you strengthen them all.

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Laser Coaching is my fast, fun, make-it-happen coaching option that gives you unlimited ONE-on-ONE coaching.



Schedule your call today!!



- * During this call we will:
 - * Look at your business right now!
 - * Review your content repurposing plan!
 - * Create a plan to accelerate your results.
 - * Leave with an action plan for business.

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