



2026 Marketing Reset WORKBOOK

Refocus. Refresh. Reignite your business for the year ahead.

Kick off the new year with focus and direction. This energizing, hands-on workshop will help you take a fresh look at your brand and marketing strategy so you can see what's working, what's not, and where to focus your time and energy next.

In just one hour, you'll cut through the clutter, uncover quick wins, and map out a simple, actionable 90-day plan that sets your business up for success.



www.BrandKramp.com

**Imagine what's possible
when every move you make
is backed by intention, not
impulse.**

*A clear plan doesn't limit
you — it frees you to create,
grow, and lead with
confidence.*



2026 Marketing Reset: A BrandKramp® Power Hour

My experience has taught me that when you build a solid foundation, everything in your business gets easier — especially marketing. With a clear plan in place, you can see what's working, what's not, and where to focus next. For business owners and teams who are already stretched for time, that clarity is everything.

A strong foundation — your plan — provides the vision, direction, and measurements for success. It turns marketing from something reactive and stressful into something intentional and effective. When you know where you're going and how to measure progress, growth becomes not just possible — but sustainable.

That's why I created the *2026 Marketing Reset: A BrandKramp Power Hour*. It's an energizing, focused session designed to help you pause, review the key elements of your brand, and rebuild your foundation for success in the new year. In just one hour, you'll gain the clarity, structure, and renewed confidence to move forward with purpose — and it's a process you can return to year after year, or even quarterly, to stay aligned and in control.

Because when your brand, goals, and actions are all pulling in the same direction — that's when the magic happens.

Here's to your next great chapter!

Aileen Casey
Founder, BrandKramp®



Grow smarter. Show up louder.
Build a brand that feels like you.

Progress starts with reflection. Every win, every miss, every pivot teaches you something.

Only if you're brave enough to look, learn, and adjust.



The 2026 Marketing Reset is your space to pause, reflect, and realign before you charge into the new year. In this workbook, you'll move through four focused steps — a Year in Review, Mini Brand & Marketing Audit, 2026 Priority Plan, and 90-Day Action Plan. Each one is designed to help you cut through the clutter, gain clarity, and uncover the insights that will fuel smarter growth in 2026. Use it now, use it quarterly — and watch how much easier it becomes to make confident, strategic moves in your business.

Step #1: Year In Review

Overview:

1. What worked well this year?

2. What didn't go as planned?

3. What are you most proud of?

Brand + Business Check in:

1. What do people know you for?

2. What do you want them to know you for?

3. Are your visuals, messaging and offers aligned? Rate each on a scale of 1-5 (**1=Nope, 2=Sort of, 3=I think so, 4=Yes, 5=Hell yes!**)

Visuals

Messaging

Offers

Marketing Effectiveness:

1. My strongest marketing channel is
2. My weakest or most neglected area is
3. Marketing efforts that generated real results

Key Takeaways:

1. Three biggest lessons from this year
2. One thing I will stop doing
3. One thing I will start doing

Step #2: Mini Brand + Marketing Audit Scorecard

Rate each item on a scale of 1-5 (**1=Nope**, **2=Sort of**, **3=I think so**, **4=Yes**, **5=Hell yes!**) then add together to identify your Brand Health Score.

Brand Clarity

- My brand message is clear and consistent.
- My visuals reflect my current business direction.
- My elevator pitch feels confident and natural.

Marketing Activity

- I know where my leads come from.
- I post or communicate regularly with purpose.
- My marketing efforts align with business goals.

Customer Experience

- My website is easy to navigate and up to date.
- My onboarding/follow-up process feels professional.
- I gather feedback or testimonials consistently.

Performance + Tracking

I have clearly defined KPIs (key performance indicators) for my marketing.

I track those KPIs monthly or quarterly.

I understand which metrics drive growth in my business (not just vanity numbers).

I regularly review results and adjust my marketing based on data.

My team (or partners) knows what success looks like and how we measure it.

Total Score:

Add up your results for a complete Brand Health Score:

56 - 70 = Aligned and ready to scale. You've built a solid foundation, and your marketing systems are working for you. You're in a great position to level up — refine, expand, and double down on what's driving results.

36-55 = Some fine-tuning needed. You're on your way, but a few areas could use focus and fine-tuning. Tighten your message, update your systems, or clarify your goals to build stronger momentum. Small shifts here will create big wins.

Below 35 = It's time for a clean slate. Don't see this as starting over — see it as building smarter. Use this reset to get clear on your brand, align your marketing, and set a foundation that supports your growth.

Capture any thoughts or “A-Ha’s” you’ve discovered through this process:

A plan is more than a checklist — it's a roadmap to the version of your business you've been working toward.

Measure what matters, track your momentum, and adjust with purpose.



Step #3: 2026 Priority Planner

Now that you've reflected on where you've been (Tool 1) and taken an honest look at your brand and marketing (Tool 2), it's time to turn insight into direction.

Use what you've learned to define what matters most this year — both from the patterns you uncovered in your review and the goals you already know you want to achieve. Think big-picture growth goals, *but also the practical shifts* that will make your day-to-day work smoother, more focused, and more aligned with where you're headed.

Start by identifying your top three priorities for 2026. These should reflect what will move your business forward — not just what feels urgent. Once you have them, we'll give them structure with KPIs (Key Performance Indicators).

About KPIs

KPIs are how you measure what's working. They connect your goals to real progress giving you a clear picture of where your efforts are paying off and where to adjust. When you track them consistently, you move from guessing to knowing, and that's where real growth happens. Choose 2–3 KPIs that directly reflect your goals — the numbers that actually tell you if your efforts are working.

Example:

Goal	KPI	Target	Review Frequency
Increase website leads	Form submissions	+ 20% by March	Monthly
Improve customer retention	# of repeat projects	3 per quarter	Quarterly
Grow visibility	LinkedIn engagement	+30%	Monthly

Your turn:

Goal	KPI	Target	Review Frequency

Step #4: 90-Day Action Plan

You've reflected, assessed, and prioritized — now it's time to move from planning to doing. This section turns your insights into focused, measurable action.

Think of this as your momentum map, a simple, 90-day plan that helps you stay on track without feeling overwhelmed. The goal isn't to do everything. It's to take consistent, purposeful steps that strengthen your brand, sharpen your marketing, and build a rhythm of accountability.

Start by revisiting your 2026 priorities. Choose the projects or actions that will move you closer to those goals in the next 90 days — and be specific.

Step 1: Set Your Focus Areas

Use what you've uncovered in Tools 1–3 to decide what to act on first. Your 90-Day Action Plan can include:

- **Branding:** *Update your visuals, messaging, or positioning to reflect your direction for 2026.*
- **Marketing:** *Strengthen one key channel, improve consistency, or launch a new campaign.*
- **Performance & Process:** *Streamline how you track leads, create content, or communicate with clients.*
- **Tracking & KPIs:** *Define how you'll measure success so you can stay accountable and make data-driven adjustments.*

Step 2: Build Your 90-Day Plan

Create a plan that's both strategic, realistic and easy to stick to. Focus on the essentials: your key areas, specific actions, who's responsible, target deadlines, and success measures (KPIs) that will help you track progress and stay accountable.

Example:

Focus Area	Key Action	Owner	Deadline	Success Measure / KPI
Branding	Update website visuals and messaging	Me	1/30/26	Consistent with 2026 Goals.
Marketing	Create 3-month email content plan	Jane	3/15/26	Email opens improve by 3%
KPIs	Create Dashboard with key metrics.	Me	1/15/26	Review metrics quarterly to make necessary shifts to achieve '26 goals.

Believe in the power of alignment.

When your goals, message, and actions all pull in the same direction, progress stops feeling like a struggle and starts feeling inevitable.



Your 90-Day Action Plan

Pro Tip: Keep your action plan visible — on your wall, desk, or desktop. Momentum builds when you can see your progress. And remember, this tool isn't just for the start of the year. Revisit it every quarter to set new goals, track results, and refocus your efforts. Each 90-day cycle gives you the chance to realign your strategy, celebrate wins, and stay accountable to the vision you're building.

Focus Area	Key Action	Owner	Deadline	Success Measure / KPI

Measure What Matters

This is where clarity turns into confidence. Tracking progress keeps you honest about what's working and gives you permission to pivot when something's not.

My key metrics for this quarter are:

I'll check progress on:

I'll celebrate wins by:

Remember: Measurement isn't about judgment — it's about awareness. The more you measure what matters, the faster you'll see what moves the needle.

Your Reset Is Just the Beginning

You did it. You took the time to pause, reflect, and reset — and that's no small thing. Most business owners stay stuck in “go mode,” reacting to what's next instead of intentionally building what's possible. But not you. You showed up, did the work, and now you have a clear roadmap for the year ahead.

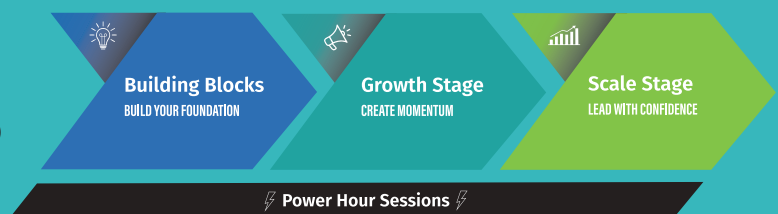
Keep this workbook close. Revisit it when things start to feel busy, uncertain, or off-track. The tools inside are designed to evolve with you — whether you use them quarterly for a check-in or as your annual tradition to realign your brand and strategy.

Remember: progress isn't about doing more, it's about doing what matters most — on purpose. Stay curious, stay focused, and keep measuring what matters. Every insight, every adjustment, every small win adds up.

Your next big leap starts right here! Whoo Hooo!

Ready to Go Deeper?

If this Reset brought you clarity, the BrandKramp Consulting Paths can help you turn that clarity into action. Our programs are designed to help you strengthen your foundation, refine your message, and build marketing programs that work.



Whether you're ready to refresh, rebuild, or scale, there's a path to guide your next move.

Explore the BrandKramp Consulting Paths and discover what your next level could look like.

👉 brandkramp.com/consulting-programs

About BrandKramp®



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BrandKramp™ is where bold entrepreneurs come to unKramp their brand and build something that feels damn good.

We're more than a community - we're a movement! Through consulting programs, high-energy workshops, self-paced courses, and online and in-person experiences, we help you find your voice, sharpen your strategy, and create marketing that's authentic, creative, and unapologetically you.



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