

## Marketo New Year Checklist

Update email and landing page templates with the new year	
Update any snippets that refer to the previous year	
Update active landing pages with the new year	
Update active emails and transactional emails with the new year	
Add the new year and months to your tag values	
Update your naming convention for the new year	
Add new folders and tokens for new year projects	
Archive old programs and assets	
Deactivate any archived smart campaigns	
Update your period costs for existing campaigns	
Resume paused engagement and nurture programs	
Disable seasonal or expired content	
Enable any automated processes that were disabled for the break	
Review and update your reports and subscriptions	
Flag content for review	
Check and maintain your user list	
Flag emails and landing page templates for review	
Cleanse your database	
Review and update smart campaigns	
Make a list of processes for annual review	