

next tuesday afternoon

december 11, 2007

If you're like most folks, you probably have your marketing plan for 2008 already in place. For many, though, this is a tough assignment. Before developing a full-blown marketing strategy, here are eight easy steps to take that will point you in the right direction:

1. Build a detailed, trait-by-trait profile of your ideal prospect. When you create your marketing message, aim it at them.
2. Make sure marketing initiatives are based on accurate information before you proceed. Test your ideas first.
3. Look for ways to make the buying process easier for your customers. What roadblocks can you remove? Simplify everything; eliminate potential interruptions in the sales process and make decision-making as painless as possible for your customers.
4. Put follow-up procedures in place before you begin. Selling is seldom a single-step process.
5. List as many benefits as possible that you can offer. Then look for ways to incorporate them in your marketing message. Make sure your marketing showcases the special knowledge and expertise your business offers.
6. Before taking your marketing message to the outside world, make sure your own employees grasp your objectives and marketing strategy. Get them involved and keep them informed.
7. Think of marketing not as a cost, but as your business ace-in-the-hole. It gives you the edge when competitors slip in their own marketing efforts, and it keeps employees motivated when your name is always in the public eye.
8. Set a pace that lets you market continuously. Customer memories are short, and they are bombarded with thousands of marketing messages and images daily. Your effort must be ongoing or people will quickly forget.

Simply put, it's critically important to position yourself properly before you set foot in the marketing arena. Keep in mind that marketing is not a single action but a combination of steps your business takes to identify, attract and retain profitable customers.

I'm Lisa Davis. Let me know if I can help you in any way, please feel free to visit at OneAlliance.com and I'll be back next Tuesday afternoon.

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