

RESULTS DRIVEN APPROACH

Marketing Goals Defined: A Do and Don't Checklist

DO

Focus On Your Customer's Needs

Your marketing strategy must focus on your customer's needs and not just on your service or your product. This is the golden rule of marketing. Hone in on how your customers can best benefit from what you are offering because your business is here to fulfill their needs and to provide them with a solution to their problems. This will create brand loyalty and increase returning customers.

Implement a Strong Social Media Strategy

It is essential to have a social media presence and strategy. Focus on three main purposes: engagement, scheduling and reporting. Each social media site serves a distinct purpose and your company needs to know how to utilize each of these platforms.

Make Marketing Campaigns Mobile Friendly

This is the virtual era— a lot of people spend a lot of their idle time on their phones. Mobile devices are smaller, lighter and more convenient than computers. It is important that companies know how to optimize their campaigns for a mobile setting and make the mobile shopping experience as easy and seamless as possible.



DON'T

Forget to Study Your Market

A strong understanding of your industry, competition and demographics is vital. Knowing who and what performs well and why will inevitably influence the marketing strategy. Have a comprehensive understanding of your own product or service, and then make sure to be able to communicate that information in clear, simple terms to consumers. Know what is already available in the market, stay in the know of current trends and don't coast with the status quo.

Misuse Multimedia

Videos are a key marketing tool and are rapidly growing in popularity. Your marketing message can be effectively conveyed to a wide audience faster than ever. Four times as many people would prefer to watch a product or informational video than read about it, so using videos in your marketing campaign is probably the easiest ways to capture consumers. Videos can demonstrate how products work, the process of a specific service, or even discuss the brand's identity.

Forget Other Marketing Tactics

Successful marketing requires a solid understanding of what catches the attention of your ideal customers. It is important to include a mix of marketing tactics, such as e-mail marketing and influencer relationships.