

Marketing Strategy

Graphic Design

Web Development

Newsletter Programs

Six Tips to Jump Start Your Marketing This Year

When working with marketing clients, we often discover that by working on their marketing and putting forth that energy, business grows like gangbusters. The scientist in me would like to credit it to the fantastic marketing initiatives we are working on, however, I know better. The Laws of Attraction are at work.

One client of ours had taken a break from her massage business full time and signed up for our marketing education series to get armed to jump start her marketing again. After the first session on target marketing, she discovered that she really wanted to focus on runners. By that simple intention, she had two new runner clients before our next class!

Below are 6 tips to get your marketing jump-started in the new year . . .

1. **Start with a PMA – Positive Marketing Attitude** – before you create your plan. Since marketing is often the “necessary evil” in owning a business, we often come with a little depression to the planning table, and some disappointment from last year’s results. Come with gratitude for what you accomplished last year, and positive expectation of this year’s possibilities.

2. **Begin with the End in Mind** – Determine where you want to be at the end of 2008 in terms of revenue, personal income, number of new customers, type of customers, etc.

3. **FOCUS on a Specific Target Market for 3-6 months.** Tailor your products/services to that market, participate in marketing activities that speak to that market, and gear your message to those particular people. A little focus goes a long way in your response rates and energetically.

4. **TEST, TEST, TEST.** If you have never done a direct mail program, or advertised in a particular publication, test it on a limited basis, evaluate the results and then roll it out with a bigger investment where you saw success. Remember to include tracking mechanisms to measure effectiveness, such as an alternate phone number, specific URL, coupon or special offer.

5. **Engage in a RELATIONSHIP** – When is the last time you saw an ad about how great a massage therapist, accountant or painter was and actually called that person to buy something right then? Low risk offers are a better way to engage prospects in a relationships that turn into customers. Offer them a free newsletter or seminar, a low cost introductory offer to try you out. Collect more information from them, and continue build that relationship over time by building trust.

6. **COMMUNICATE with your past and current customers,** prospects and referring partners regularly. You might provide the best service or have the most fantastic product in the world, but if you don’t stay in touch, when your customer has a need, they will go elsewhere. The key to have loyal, referring customers is to stay in touch by providing value in your communication to them. A strong newsletter program, list of tips, periodic events, and personal notes go a long way in keeping those relationships strong and profitable.