

Marketing360: The marketing 9!

Marketing can be the most frustrating part of business, but get these 9 done and you're on track.

Ask 100 business owners what the most frustrating part of business is, and 99 will say marketing, but there's a reason and in most cases what needs to be done, simply isn't! Most businesses simply miss the basic must haves but also the frequency needed because they don't get around to it, haven't structured the process well and so then wonder why they don't get the result that the one Facebook post a month was supposed to get! And it never will. Marketing requires consistency, frequency and quality content to work even to some degree.

Work through the checklist, rate your business now, what are you expected outcomes, and what needs to change.

Marketing 9

Aspect	Objective	Rate	Outcomes	Plan 2.0
1: Name: Simple, memorable, findable, design, logo, brand.	The objective of the name of a business must be to make it easy to find and get what you do, fast!			
2: Message: Clarity and understanding in what you do.	What its is you needs to be clear, quickly, confusion causes people to move on to someone else			
3: The strategy, the marketing plan. Outline exactly what needs to be done to attract customers.	The marketing plan is the strategy of lead generation, education and informing clients about you.			
4: Website: It's part of the online profile.	Every business needs one, even a one pager. Additional domains, Google my business profile.			
5: Social media: It's the other part of the online profile.	Digital is the billboard, your online magazine, proof that you exist and what you do is real!			
6: CRM: Keep in touch. The easiest way to grow a business, is keep every client ever.	Data is KING! Collect data, use a CRM like Mailchimp and keep in touch.			
7: Print: Card, brochures, inform and educate.	It may be old school, but business cards still work! The show a level of this persons actually in business.			
8: Signs: be seen! If there's branding opportunities, take them. Car, uniforms, signage, banners.	Customers is about creating awareness, the more they see and connect, the easier it will be.			
9: Network: Connect, talk, build relationships.	Its just about them, its about who they know.			