

3 top tips for...

...SME marketing success.



mof3

1 Plan

What are you trying to accomplish? Be as specific as possible here. Take input from everyone who has an interest in your companies' success.

Remember SMART (Specific, measurable, achievable, realistic and time driven) objectives make sure that nothing is left to assumption.

Revisit this plan at least quarterly to make sure it still meets your goals.

2 Implement

Once you've decided on your aim, the next step is agreeing how to get there.

As much as possible, use the tools and resources you already have in place. Think about who you're trying to attract. Build a profile of your ideal customer.

Create content that can be repurposed on line, via social media, in print, at events etc.

Keep it simple, but don't be afraid to add some personality. People buy from people.

3 Evaluate

Were you successful?

What worked/didn't work?

What impact did this have on you/your customers/your employees?

How will this affect your marketing decisions for the future?