

Marketing Essentials Tips

- Critically review your communications strategy for cost savings – digital channels can be very cost effective – can you track your return on investment?
- Have you gained real customer insight – to the point where you can accurately predict what they will want next?
- Before spending your budget on gaining new customers look at what may be available from your existing ones.
- Check who your most profitable customer is and look for more like them.
- Distribution channel strategy was once a quiet backwater but no longer – are you up to date on what's changed?
- Have you checked the average reading age of your target market, as you may be in for a surprise.
- Social networking – have you discovered its power and potential? Improve your search rankings by posting relevant content with inbound links to your website. Use blogs, Twitter or other social networks.
- Good data leads to good decisions – is yours as robust as it should be? Start by focusing on the data you know you can trust, then brainstorm how you realistically track the other information you need.
- Have you asked a customer for a testimonial or case study recently – they really are the gems in your marketing tool box. Make sure you get written approval to use it for marketing purposes.
- Is your new product development plan in good shape to take advantage of the business upturn? Do you have a plan?

Want to find out more?

If these tips have whetted your appetite why not take a look at our Marketing courses?

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