

**2012 NEW YEARS
RESOLUTIONS
FOR MARKETING**

WHAT IS YOUR
NEW YEARS
RESOLUTION?



40 NEW YEAR'S RESOLUTIONS FOR MARKETING IN 2012

What's your New Year's Resolution for your marketing?

Out with the old and in with the new. It's what the New Year is all about. Yet in a recent survey, 67% of businesses said they were not planning to review the way they market themselves in 2012, with just 9% saying they were looking to make a change. However, in more challenging times, adapting your marketing approach can be something of a revolution - as well as a resolution - whether you address issues around your prospects, your customers, your overall strategy or try something a little different. Gain even more inspiration for the year ahead with our list of 40 New Year's resolutions for marketing in 2012.

New Year's Resolution or revolution?

Which of these resolutions have rung true with you? Whatever your choice, the New Year is a great opportunity to review what's been working for you - and what you want to leave behind in 2012. Look back at past marketing activities and at their ROI and other results to see what's worked best. Then you can move on to make more leads and more customers your New Year's resolution for 2012.

Keeping up with customers – old and new

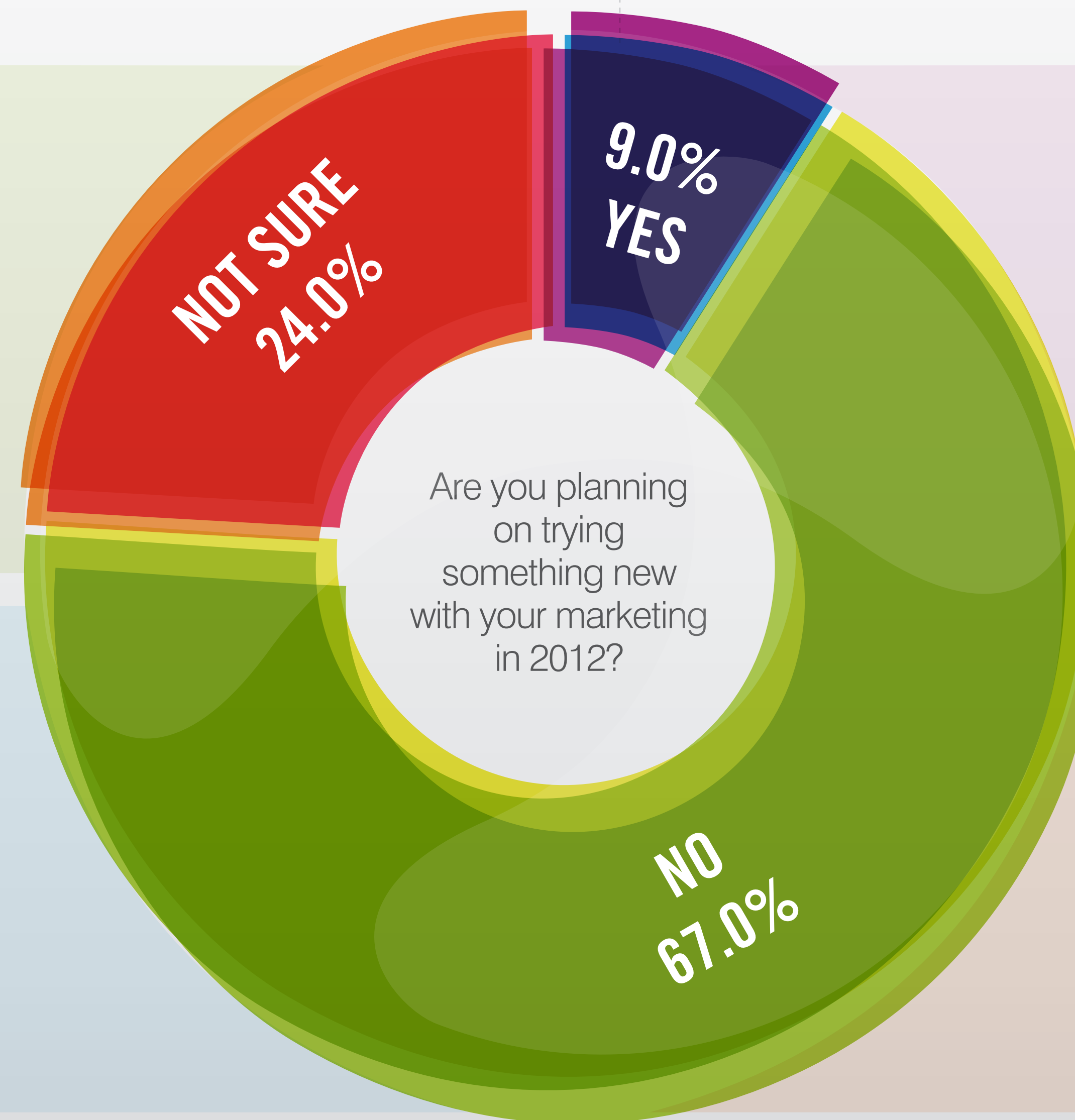
1. Enjoy developing a real conversation with my customers and find out what's important to them.
2. Step back and ask whether my marketing content is about my customers – or me.
3. Look at who else could benefit from my business and see how I can start marketing to them.
4. Find out what it's like to be one of my clients by arranging a mystery shopper analysis.
5. Check how well I listen by assessing how many ways my customers can share feedback.
6. Create marketing content totally focused on what my prospects and customers want to hear about.
7. Start connecting with potential customers in ways that suit them.
8. Build a better relationship with new prospects to help keep them interested.
9. Get a reputation amongst my customers and prospects as an expert in my industry.
10. Track exactly what's working – and what isn't – at turning prospects into customers.

MARKETING RESOLUTION 1-10

Strategy for success

11. Play Devil's advocate – assess what I really shouldn't include in my marketing strategy.
12. Don't go with what's familiar - just because it's familiar.
13. Link up my offline marketing approach with my online marketing strategy.
14. Do a pick and mix. Pick what's worked well in the past and mix it in to my 2012 marketing strategy.
15. Plan my marketing content around the online keywords my customers are searching for.
16. Look at new ways to achieve my business marketing goals in 2012.
17. Build my marketing and sales approach around new trends that are truly relevant to my business.
18. Don't rely on SEO alone to send people to my website.
19. Stay the same, but change – stay focused, but keep adapting strategy according to feedback.
20. Think built-in, not add-on with strategy connected with, not cut off from my business.

MARKETING RESOLUTION 11-20



MARKETING RESOLUTION 21-30

Negative into positive

21. Love customer complaints – they're a valuable form of marketing feedback.
22. Take a look at how my competitors market themselves to see what I'm doing better – or worse.
23. Ask which marketing problems keep coming up and find out what help I can use to deal with them.
24. List the top five marketing approaches with the lowest ROI and bin them – or adapt them.
25. Jump on what's not working straight away so that I can adjust it to create better results.
26. Listen to negative things people say about my industry - and present a positive alternative.
27. Assume people won't buy the product straight away and plan a strategy that allows for that.
28. List the top five negative comments customers made in 2011 – and use this as marketing insight.
29. Ask prospects who didn't buy into the business for their feedback on their decision.
30. Get someone else to analyse my marketing so they can see past my blind spots.

MARKETING RESOLUTION 31-40

Think different

31. Don't stick to the same old approaches which keep giving me the same old results.
32. Look again at the new marketing options I ignored in 2011!
33. Listen to ideas from the business to create new marketing approaches.
34. Get sales and marketing more closely connected.
35. Update the keywords that I use in my marketing content on a regular basis.
36. Plan my marketing approach so it works whether the business is busy or quiet.
37. Ask employees for stories and news to create more interesting marketing content.
38. Think about how my customers want to buy, not how I want to sell.
39. Match how my prospects react to my marketing content, live.
40. Plan marketing that creates a 200% ROI as a minimum.

GET MORE ON **ACCELERATING YOUR MARKETING IN 2012** NOW BY DOWNLOADING OUR EGUIDE **WHAT EXACTLY IS INBOUND MARKETING?**