

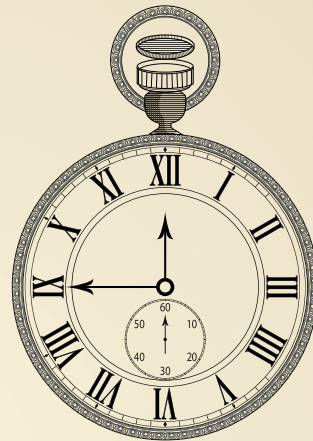
Tomorrow  
People

# How to Improve your Marketing in 31 days



# THE COUNTDOWN STARTS HERE

Here's your countdown to more powerful marketing in 2012 with our tips on improving your marketing in 31 days.



Putting each of these 31 tips into action will help to make your marketing more effective, but it's essential that they are all done as part of a well considered inbound marketing approach.

This will ensure that you understand the demand that already exists on the internet from your target audience and allow you to create content that will attract people through social media, industry publications, forums and blogs.

With inbound marketing technology you can draw them towards your website and use lead nurturing content to nurture your web visitors into leads and customers. Roll on 2012!

## Day 1

List the three best things you have achieved through your marketing in 2011.

## Day 2

List the three worst things about your marketing in 2011 i.e. what didn't work, what worked less effectively than expected etc.

## Day 3

Select either one or all of the worst things about your marketing in 2011 and make a resolution not to repeat them in 2012.

## Day 4

Quickly sum up the actual return on investment you have seen from your marketing in the past 12 months.

## Day 5

Do a quick calculation of what you can do to reduce your marketing spend while increasing your ROI. Are there other channels you can use to the same or better effect? Can you outsource an activity to reduce the drain on in-house resources? Can you adapt the way you do something to make it more cost effective?

## Day 6

Ask for quick feedback on your marketing from your top five clients.

## Day 7

Use one of the free online poll tools available to poll your contacts - including existing customers and prospects. Ask them what they want to see from your industry in the year ahead and what's changed with them in the past 12 months (i.e. business priorities, goals etc).

## Day 8

Take a look at the online profile of your top three competitors. Then use a resource like [www.tomorrow-people.com/website-grader](http://www.tomorrow-people.com/website-grader) to benchmark your website against theirs to find areas of improvement.

## Day 9

Ask yourself what your competitors are neglecting to do in their marketing. What areas are they failing to cover that you can address for your target market?

## Day 10

Refresh your focus on your target market - who are they, how can you reach them, what are their pains and problems? Use this insight to reassess your approach to reaching them.

## Day 11

Spend some time refreshing yourself on what's new in your industry. What are the trends for the year ahead? How you can fit your marketing around that and offer your customers something that puts them ahead of the curve?

## Day 12

Assess the feedback from your contact poll ( see Day 7) to draw some conclusions about how to shape your marketing in the year ahead.

## Day 13

Assess your marketing 'team' - not necessarily an actual team, but your marketing supporters or advocates, the people you can rely on, either in-house or outsourced, to help you meet your marketing goals. Plan to put people in place to cover areas that need additional support, again either in-house or on an outsourced basis.

## Day 14

List three marketing activities you have always wanted to try, but not had the time to do. Choose one and set a plan for putting it into action.

## Day 15

Look at your current marketing activities and see how they match up with your business plan for the coming year so that you can align your marketing better with your goals.

## Day 16

Ask yourself what your value proposition is. Is it clear? Do your employees and your clients know what it is? Does your marketing reflect it?

## Day 17

Set a plan in place to refresh your marketing and align it with your current value proposition including specific dates throughout 2012 to ensure that you revisit it and keep it current.

## Day 18

Review the range of marketing channels you use and ask yourself why you use them - familiarity? convenience? Look at other options for reaching your potential customers.

## Day 19

Assess the response you've had from different marketing channels. Has Facebook proved to be effective? Is your blog creating a community of prospects? Which industry websites have brought you traffic that has converted into leads and customers? Use this knowledge to adapt your plan for the year ahead.

## Day 20

Select the marketing channels that you'll use in 2012 and create a plan to integrate them to reduce cost and make them easier to manage.

## Day 21

Set a plan for your marketing for the year to come, working on a month by month basis. What will you be doing? How much time will it take? What return do you want to see from it? Make a clear note of your plan and place it where you will see it every single day!

## Day 22

Write down the outcomes you would like to see from your marketing in 2012. Are they realistic? How can you achieve them? Use this analysis to fine tune your marketing strategy.

## Day 23

Project yourself forward to the end of 2012 and note down what you would have liked to have achieved with your marketing by then, whether it is 20% more sales, 40% more customers etc. Write it down and make a note to read it again at the end of January 2012. This will help nudge you if you've gone off course from your marketing goals. Set further dates to review your 'future goals list' throughout the year.


## Day 24

Take some time to explore the unknown. Write down the marketing approaches you have sometimes thought of doing, but have let doubt get in the way. What blue sky marketing ideas have you avoided?

Assess which ones are practical and which you think would provide a specific return such as a stronger business profile, a new point of difference from your competitors, free publicity etc. Write down five, assess them and then set a target for doing three of them in the year ahead.

## Day 25

Put your marketing calendar in place for 2012. This is your plan that will

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help create marketing activity that flows from one stage to another, rather than being disjointed and inconsistent. Your calendar will list what needs doing and when to complete the next stage in a clear, focused way.

## Day 26

Address the big problem. The big problem for many businesses is making time for marketing when the company gets busy. Work out a plan to ensure that time is spend on marketing activities consistently and clearly, so that you're not just marketing reactively.

## Day 27

Look for the little thing. Spend some time looking for the little thing that could deliver a good ROI. This means focusing on the gaps or missed opportunities hidden within your current marketing activity.

For example, are you overlooking the chance to gather prospect data when people visit your website? Are you missing a trick when it comes to following up on one-off phone enquiries? These are the little details that can deliver a great deal.

Every business has them, hidden away within their overall marketing a pproach. Spend some time looking for yours.

## Day 28

Check you're not missing out on the prospect conversation. Marketing should be a two-way street, with customer feedback shaping your strategy. Ask yourself how well your marketing is set up to listen to people and set at least two ways in place to make this possible.

## Day 29

Bring together all the insights and information you have gathered from Day 1 up to now. Draw them all together to create a clear marketing plan.

## Day 30

Be accountable. Give someone else your plan and arrange for them to check in with you each month and ask whether you are completing each activity and achieving the return you want.

## Day 31

**Look forward to more profitable  
and effective marketing in 2012!**



Learn more about accelerating your  
marketing in 2012 with our eGuide  
*Zooper - Our Methodology.*

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