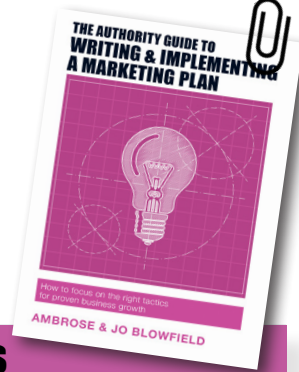


10 ways to be better at business

WRITING & IMPLEMENTING A MARKETING PLAN



1. Focus on profit

Your investment comes from your profits, so your goals should be both turnover based AND profit based. Measure your ROI (return on investment) based on profit spent to profit made.

2. Measure what matters

Lag measures are your results, lead measures are your proactive actions that produce those results. Make sure you measure both types well.

3. Mix it up!

In this integrated age of online and offline marketing, use tactics that cover both worlds. For example, try mixing your website with adwords, social media and exhibiting at a trade show.

4. Get clear about your USP

Without a clear **U**nique **S**elling **P**roposition you will waste time, money and opportunities. Ask your clients what they see your USP as, then share it everywhere.

5. Be accountable

You're probably too busy to hold yourself to account, so try finding a colleague or contact who can kick you into ensuring you implement your marketing plan.

6. Get a plan, stick to it, then adapt

Create a budgeted marketing plan and stick to it every week. Then each month review it and tweak it based on your actual results.

7. Know thy enemy

Identify your top three competitors and get clear on the advantages you have over them. Then exploit them through your marketing and sales team.

8. Embrace the digital world

Gone are the days of exclusive digital solutions. Try a combination of online, social media, apps and augmented reality to grow your business affordably - they're cheaper than you think.

9. Be grateful

In this transient world, a personal phone call or card will often do as much good as a fancy online campaign when it comes to building long-term customer loyalty.

10. Integrate sales and marketing

The time when sales and marketing didn't speak is gone. Marketing should drive the business with the help and feedback gained by the sales team. Hold regular meetings to share and grow together.