

Business Success: Integrate Your Marketing

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Since 2008, everything has changed, both locally and worldwide—the economy, technology and government regulations, as well as the workforce and marketplaces—and no community is immune. Over the next decade, our reaction to these changes will help us define what matters most to our families, our communities and our businesses. As surviving business owners, we know that with every change, we've had to shift to meet our customers' current needs.

Customers and clients are buying less and expecting more. Frugality is the new status symbol. Are you prepared to meet and exceed your clients' expectations on price and quality?

Connect proven marketing techniques with newer strategies to deliver better results. As the marketplace shifts its attention from traditional media to social and online media, businesses that aren't visible in social media and on-line will become less visible. Google your competition to see how your business compares. Then assess your present marketing tools and methods to find out what you need to be doing in your industry to stand out. Take action!