

Wolfe Writing

The Blog

New Year's Solutions

Last year's accomplishments, challenges, and results are officially in the books. What will 2019 bring you and your business? It depends on your marketing plans.

Although you may (and should) have many goals for 2019, when it comes to marketing, focusing on one marketing goal—the one goal that matters more than any other—will not only help you create and plan your activities, but it will also help you prioritize how you spend your marketing budget.

What's your "one goal that matters more than any other"?

- Improving in-store traffic
- Extending or regaining market share
- Developing brand loyalty
- Building industry authority
- Entering into more long-term contracts
- Improving delivery and customer service
- Acquiring new customers
- Adding new email list subscribers
- Making your website your customers' "go-to" for information
- Maintaining more frequent contact with customers
- Increasing your participation in community events
- Supporting local neighbors or businesses
- Becoming more cause-oriented

Once you identify your main goal for the year, you can establish or re-evaluate your marketing plans. Do scheduled mailings, promotions, and email efforts support the timeline of your goal? Do your activities place emphasis on or encourage growth in your area of focus? Are there any campaigns or events you can add to your marketing plan to promote achievement of your biggest goal? Are there any campaigns or events you should eliminate from your schedule?

Your resources are precious. Spend them wisely.

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About Wolfe Writing: Established and operated by Janet Wolfe, Wolfe Writing provides writing, editing, and marketing services for businesses, organizations, and individuals looking to improve their communication efforts, build relationships with customers, and stimulate business growth. To schedule a free consultation, visit www.wolfewriting.com or email Janet directly at janet@wolfewriting.com.