

**"If you fail to plan,
you plan to fail"**
Benjamin Franklin

4. BUDGET

Well it's all great to talk about quality content, social media and a wonderful website, but we also need to be realistic about setting a budget to reach these new goals!

Make sure you allocate the resources to objectively achieve your marketing strategies. There's no point in having high dreams with an inefficient budget. Be realistic and set goals that matches your resources.



Make this year your most proactive year yet! Set yourself up with a marketing plan to address the pitfalls of reactive marketing.

5. CUSTOMER & DIFFERENTIATION

Review your ideal customer profile – who are your best customers and what are they like? What drives them? Go through your customer database or CRM to determine why your business appeals to these people. This is also key to knowing how you can differentiate from your competitors. Take some time to review your ideal customer base and how you can engage them with your branding and message.

Consider taking part in a workshop to really get a clear picture of your target market and ideal client.

NOT SURE WHERE TO START?

Reviewing what worked (or didn't!) will help you achieve better results and grow your business. We understand it can be rather daunting and sometimes difficult to identify what needs to be improved.

Concept Designs and Marketing can help. Our experienced team can provide you with a Marketing Review, objectively look at weaknesses and strengths, and can provide further services to help you achieve new goals.



Get in touch today!



Clarity



Confidence



Conversions