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Guerrilla Sales & Marketing

10 Marketing Resolutions for the New Year

LORI TURNER

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Lori Turner

After the New Year's ball drops on Times Square and you resolve to spend more time at the gym, consider also committing to improve the effectiveness of your marketing with these 10 marketing resolutions.

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Improve your aim. The more targeted your marketing, the stronger the ROI. For a solid target, segment your most profitable customers. Profile what they have in common. That's your ideal prospect. Note their age, gender, education and average income. Consider psychographic traits such as values, interests and activities.

Consistently execute. Are you sticking to a strategy long enough to see results? Patience, grasshopper; messages need frequency for measurable success.

Measure everything. Most marketing strategies can be measured in some form. Add a tracking code, custom URL or trackable phone number to your advertising.

Explore your inner guerrilla. Guerrilla marketing allows small businesses to compete with the big dogs – because they're more agile and flexible. Also, guerrilla marketing relies more on ingenuity than financial investment. Experiment with viral, stunt or influencer marketing in 2011.

Embrace generational marketing. There are fundamental experiences we share as a generation; these shape our values, our communication preferences, what we buy, and why. Understanding generational marketing can make all the difference in your ability to engage prospective customers.

Test your assumptions. Accept that your target's preferences may not mirror yours. Conduct market research using an objective third party to talk to prospective clients about how they perceive your brand, and what offer and messaging strategies appeal to them most.

Go big or go home. This phrase embodies my die-hard philosophy that marketing should stand out from the crowd. You have to take risks to squeeze the most out of a limited marketing budget. It's better to be remembered for interesting, funny or edgy marketing, than be forgotten for lackluster me-too messaging.

Establish your social strategy. Is social media the right strategy for your company? The short answer is that, for most companies, there is a role. After all, Facebook has more than 500 million users. The real question is "how significant a role?" In 2011, resolve to be strategic with your social media – have a purpose and plan.

Evoke an emotional response. Buying psychology is complex. Most consumers make purchasing decisions with their emotions, later justifying them with logic. Frontload your marketing pitch to evoke a strong emotional response. Then seal the deal with the rational justification.

Unouur e-mail came. Resolve to get your e-mail act together in 2011.

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When test driving e-mail software, look for professional, well-branded design and detailed response tracking. Carefully plan the frequency and timing of your emails, testing to determine the combination that generates the strongest response. And design with mobile devices in mind, since that's most likely where they will be read.

That New Year's song about making new friends and keeping the old also holds true for marketing strategies. Hang on to what works but be open to new ideas and strategies. Together they may both make you some gold.

[Lori Turner](#) is managing partner of RedRover Sales & Marketing, www.redrovercompany.com. You can follow RedRover on Facebook and Twitter.

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