

## TEN TOP WAYS TO SMART MARKETING

1. Your marketing department should be integral to the rest of your company—**marketing is the lifeblood of infusing new business.** The marketing people must know all they can about the company they work for, the strategizing, the creative ideas that flow from meetings—having your vision for the company's future will infuse the marketing people with ideas and a positive direction. Don't isolate them from the rest of your business!
2. Making marketing choices that "feel good" and seem natural are common. **Think unconventionally!** Consider strategies that feel good but are beyond the norm—go outside the pack to make your efforts stand out from the oatmeal-based "same old thing" that other marketing people are doing. The difference is in the unusual approach that catches the imagination and propels your message beyond the ordinary.
3. **Avoid** the "herd instinct" to do **what seems trendy and faddish.** Remember: a fad that takes off for the stratosphere will quickly return to earth with a thud. Continue to craft and adjust your strategies as they take shape and mature—don't hop on the trendy bandwagon simply because it's "of the moment." The message will die without producing a meaningful result.
4. Do your marketing individuals know whom you are trying to reach? Do they **know** what is happening "in the street" and can they respond to the marketplace with timely messages? The marketing department should **know who you are appealing to** with your message. Everyone's different—to a point—though the dichotomy of human nature is predictable and easily discerned with a little effort. Know your audience—it'll make a difference in tailoring your marketing messages and strategies.
5. **Focus on** what **your competition** is doing. Be original and aggressive with innovation, creativity and cleverness to challenge the competition's marketing efforts.
6. Don't be afraid to **share information with others.** While knowledge is power, keeping it to yourself strangles a flow of information that could be valuable. Share what you can—as long as what you share is legally and morally justified. You'll benefit from a wider perspective of information that you can use to your advantage.
7. **Be daring enough to take action.** Committees who must decide on creative marketing ideas will unfailingly water down a good concept until it loses all the unique attributes that made it special. Input from others is valuable—as long as it goes beyond discovering mistakes in reality or theory.



8. Respect your intended audience; don't make it a one-way street and preach to them. **Become informed** of their opinions **when crafting your marketing strategy** and pay attention to your audience's desires and needs. Use interactive techniques to entice them into participating in your marketing efforts. The success you'll find will be based upon how they perceive and react to your message. That message can inspire and inform without being didactic.
9. When your marketing efforts yield the fruit of your labors, don't sit back and rest on your successes. Don't expect your competitors to be complacent with being second best. You must **work just as hard to stay in front as you did to get there**. Complacency begets overconfidence, and that's not good for your company. As pitcher Satchel Paige said, "Don't look back. Something may be gaining on you." As a marketer, you better look back or you won't see where your company is going!
10. **Stay fresh** with your message. Don't let it languish simply because you think it's clever or effective at the moment. Nothing is forever—you must constantly review and update your approaches to keep our audience interested.