



CONTINUOUSLY MOVING YOUR MARKETING FORWARD

Marketing is an ongoing journey for your business.

That might seem like an obvious statement, but the actions of many small business owners might indicate otherwise. For many you build a web site, or create a brochure, or go to a few networking events and then you wait for results to happen. Effective marketing rarely works like that.

It takes regular and consistent effort to keep your pipeline full of good high-quality leads that you can work on converting into paying clients. It doesn't have to be an all-consuming effort, but it does take consistent effort.

Here are four ideas for continuously moving your marketing forward:

Study up on marketing. There is no shortage of resources out there including books, audio programs, tele-classes, courses, etc. Look for the ones that offer proven, hands-on strategies and tactics, not get-rich-quick schemes.

Form or join a "think tank" or "mastermind group." Find a group of people who will care just as much about your success as you do (and that you'll care about their success). This isn't just a group of friends who will tell you what you want to hear, but a group that will hold you accountable and support you.

Attend talks and workshops regularly. If you go and participate fully, you'll often get just as much from the other participants as you will from the talk itself. Brainstorm with those you meet and find out what's working for them in their business.

Get hands-on assistance. Working with a marketing coach or consultant who can help you focus, set goals, prioritize, create action plans, and help hold you accountable could be one of the best investments you make in your business.

Support from outside resources like these can help you shift your mindset and make marketing the ongoing journey it needs to be.

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