

1.

Clearly differentiate

Know what makes your product offering different and clearly articulate this to your clients and targets. Let them know why you are different so that it makes it easier to choose you.

2.

Focus on who you sell to

Having a clear customer profile means that you can refine your marketing efforts so that you are totally focused on reaching your target audience.

3.

Know where your budget goes

Maximising your return on investment becomes even more essential. Monitor your channels and activities to evaluate which are contributors and which are underperforming. Adjust your marketing plan so you deliver more with less.

4.

Keep ahead of the market

Carefully monitor your competitors to see how they are approaching their marketing so that you can quickly react.

5.

Retain and cross-sell

Keeping clients is far more cost effective than finding new clients. Develop a strategy to look at retaining clients and cross-sell additional products or services.

