

Ready for the upswing?



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At the start of every season, legendary golfer Jack Nicklaus would return to the practice tee to work on the basics of his game. Despite being the leading player of his era, Nicklaus understood that in order to perform successfully, he needed to have a solid foundation of the basics.

As a new year starts, it's an ideal time to review the basics of your marketing programme. With business optimism on the rise we're all hoping 2010 will bring much needed economic improvement. But when the upswing occurs, will your company be ready to take full advantage of it?

Before committing to costly marketing activities this year, you would be well served to review the basics of your marketing strategy.

What is the magic element that differentiates your company from your competitors and is it something that your customers value? If they don't value it, then it has no relevance to your marketing strategy and you should rethink it.

Does your entire team also understand what differenti-

ates your company? Too often it's only the owner and salespeople that have a clear understanding of this. But in reality, a much wider group of staff come into contact with customers every day and can unknowingly influence sales and brand perception.

Every member of your company should be familiar with and conversant in telling your brand story or elevator speech. Invest some time to explain it to them, perhaps even develop a 'cheat sheet' that they can reference in order to represent your brand and company effectively.

Are you presenting your unique point of difference consistently across all marketing materials and your website? Inconsistent messaging and a poorly defined point of difference will quickly dilute your effectiveness.

Today, with around 80% of purchase decisions researched through search engines, you must ensure that your website appears on Page 1 of Google. It's no easy task and requires expert knowledge, but a website optimised for Google search can be an effective sales lead generator.

■ Wayne Attwell is a senior brand strategist at Bold Horizon.

boldhorizon
MARKETING • DESIGN • WEB
Freephone 0800 25 45 25

