

# Top 10 Tips for 2015

Supplied by: Jacqui Wilkins, Visual Identity Creative



## Top 10 Tips for Marketing

### **The most important step is the first one. Start something now!**

Did you know that two thirds of New Year's resolutions are broken by January 20th. By this time, we have already gone back to smoking and drinking or have found many excuses why we can't go to the gym!

How you start the New Year can set a precedence for the next 12 months. So to be better in our personal lives and businesses for 2015, there are five New Year's resolutions that you shouldn't break and one that should be kept well past the end of December.

- 1) Take your brand seriously
- 2) Build a relationship with your audience
- 3) Engage with social media
- 4) Talk to everyone
- 5) Embrace technology
- 6) Stop being afraid of numbers
- 7) Write a marketing plan
- 8) Implement your marketing plan
- 9) Implement your marketing plan
- 10) Implement your marketing plan

Most successful brands write an annual marketing plan to outline their goals for the forthcoming year and how they plan to attain them. They map out their marketing priorities and how they plan to use mixed media to build their business.

As a business owner or marketing manager, you should be doing the same. A successful and well thought out marketing plan will do wonders for your business, as you will focus on what is important to your

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customers and business growth. A good plan includes a clear list of tasks, objectives and timelines. A good plan can support your business in reaching it's goals, help you understand how successful you have been and where you can improve. It will also allow you to prioritise and more efficiently budget your resources.

VI offers a number of marketing advice, assessment and planning services. We can take stock of your current and past marketing activities, the market you operate within, your customers, competitors and unique product or service proposition, then we work with you to create an effective marketing plan.

**Now that the holidays are over, it's time to plan for the goals you want to accomplish in 2015. Whether you want more website traffic, more leads, or more visibility for your business, VI has the right solution for you.**

Ready to give it a go? Call us on 01908 665537 or email us at [creativity@visualidentity.co.uk](mailto:creativity@visualidentity.co.uk)

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