



Top 10 Marketing Resolutions for 2016

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By: Cindy Kremer Moen

Did you know that 45 percent of Americans usually make New Year's resolutions? Based on that statistic, there's a good chance you did too. Most people make personal resolutions, but I encourage you to make marketing resolutions this year, in addition to the personal goals you may have set.

Here are the top 10 personal resolutions that people make in the United States ... and corresponding resolutions to consider for your marketing plan:

1. Count Calories to Lose Weight: Set Marketing Goals and Monitor Progress

The key here is measurement. Set your marketing goals and measure the results against them. If you don't measure, you won't have any idea what to include in your marketing plan for 2017.

2. Get Organized: Put Plans and Priorities in Writing

Write your marketing plan down! It isn't a plan if it is in your head. Your plan can be as simple as five bullet points of tactics with measurable goals or as complex as a multipage document with accompanying spreadsheets.

3. Spend Less, Save More: Quantify ROI on Major Expense Items

Are you doing an event because your sales rep has *always* gone to *that* show ... for the past 26 years? Determine the ROI for any given marketing activity and if the cost is not justified by new leads or revenue, cut it and reinvest in an opportunity that will deliver returns.

4. Enjoy Life to the Fullest: Keep Your Thriving Company on Track

Your company is thriving and running on the generous referrals from other companies, so it feels like you're already living life to its fullest, right? Think again. Companies need to invest in marketing when they are thriving because eventually leads dry up if you are not refilling the funnel. Over and over, I've seen companies turn to marketing too late – the funnel is empty and they're desperate for leads. To ensure the survival of your company and enjoy its entire run, invest early and consistently in marketing.

5. Improve Your Appearance: Refresh Your Website

Just as a fresh hairstyle or new outfit can improve your professional appearance, a fresh look on your website keeps your company relevant. Review traffic, page content and navigation and update your site to make it more appealing and easier to use, and improve SEO rankings.

6. Learn a New Skill: Implement a New Marketing Tool

This past year, Edge helped several clients launch marketing campaigns on LinkedIn, and I helped others integrate HubSpot automation into their marketing vision. These new-ish and exciting tools can significantly impact marketing for any company. Start small and try something that is a little bit out of your comfort zone, like blogging or tweeting regularly.

7. Quit Smoking

OK, I'll admit, I can't draw a parallel here. But if you smoke, please quit now!



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Amy L. Juers, MBA

Founder & CEO

651.450.9090

ajuers@EdgeLegalMarketing.com



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8. Fall in Love: Build New Relationships with Like-minded Marketers

Of course you are in love with marketing! (If you aren't, hire it out to a highly qualified professional!) Set aside time to grow your skills and your professional network. Join an industry association to tap into new opportunities to learn and lead. Volunteer to speak at an event or on a webinar.

9. & 10. Do More of What You Love/Spend More Time with Family

I promise you this: if you get organized about your marketing, make smart decisions, plan and measure, you will have more time in your life to reach these resolutions in 2016!

About the author

Cindy Kremer Moen has been a senior account manager with Edge Marketing since 2007. When she is not working with clients, she and her husband are raising two hilarious and slightly awkward teenage boys.



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Amy L. Juers, MBA

Founder & CEO

651.450.9090

ajuers@EdgeLegalMarketing.com