

Marketing Your Way to Success

We certainly live in interesting times and times of continual change.

To look forward and be successful, we first need to look at history. When I mean look at history I am not asking you to look at historical events, but more to look at history to understand that the world continues to change and evolve.



Part of that changing and evolving world is business. To understand that the business world is continually changing and evolving, but to go about doing each day what you have done previously is tantamount to driving your business towards a cliff and hoping that it will not fall off the edge.

I have heard some disturbing stories over the past five years of previously successful businesses holding on to the way they were doing business, which ultimately lead to their demise.

In this article I am going to address 1 simple aspect of business that every business needs to be doing and doing on a constant basis. It is no longer enough to rely on your past reputation or the previously booming economy to continually grow your business.

Each and every business needs to be looking at the way they market themselves and actually actively market their business.

“If you are not out there continually telling current & potential customers that you exist, then simply they do not know that you exist”

Marketing is not some foreign or difficult concept, it is actually quite simple. Unfortunately business people are good at the technical side of their business, but miss the point that business is about people and marketing is about people. It is no longer good business practice to sit and wait for business to come to you.

Some simple steps you can take towards marketing your business are:

1. Determine what the actual Purpose of your business is (Why does your business exist)
2. Determine how you differentiate your business from what else is available (or not available) in the market place
3. Determine who your actual Target client is (what factors make up your ideal client)
4. Determine what it is that your Target client actually wants (most people we survey, price is not the most important aspect of purchasing)
5. Determine what is the most cost effective methods of marketing to your Target client
6. Ensure that all your marketing paraphernalia is branded correctly and is focussed on your customer and their needs/wants
7. Put together a formal marketing plan

Once you have done all of the above you then need to actually go out there and market on a constant basis. At any one time you should be undertaking a minimum of 4 different types of marketing and it needs to be short, medium and long term marketing strategies.

Just a word of warning – Do Not expect an immediate return, you need to continue marketing and test and measure that marketing, adjusting as you move along.

Most businesses have a lead time between first contact to finalising a new client/job. It is important to know what this is in your business and understand that your marketing needs to reflect this lead time. Do Not get comfortable and stop marketing when you start getting busy or you will see your business return to a period of struggling to get work.

If you take on board the need to continually change and improve your business whilst undertaking the above on an ongoing basis, your business will remain viable.

If you find marketing difficult or do not have the time, then contact Darren Wedge from Wedge Consulting International on 1300 323 133 or darren@wedgearp.com.au.

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