

Questions To Ask Yourself That Will Fuel Your Marketing

When a small business owner invests in any marketing campaign, they need it to be successful. That's a given. It's money out of their pocket, so why wouldn't they want to ensure they're getting the maximum return on investment?

Every business owner needs to take a step back and ask themselves three important questions before investing in their marketing. These simple questions are the catalyst for successful campaigns every time.

What are your objectives for this year?

Seems pretty self-explanatory - to get where you want to be, you have to know where you're going. Defining concrete, measurable objectives will help ensure you, your team and your marketing partners are on the same page and working toward the same goal.

If you're just starting out, it may be more about raising awareness for your brand. If you're more established, you may be looking to launch new products or services, or increase sales by a certain amount over last year. Whatever your objectives may be, get them down on paper and make sure they're realistic.

Who is your most lucrative customer?

You know your product or service inside and out, but do you know your customers? They come in all shapes and sizes, so it pays to know the traits of the people who are most profitable for you. This is the target demographic you must target to ensure the most return on your investment. It doesn't pay trying to lure customers who buy your least profitable products or shop less frequently. If you're selling workout gear or clothing, you want to employ marketing tactics that get you in front of people who make fitness a lifestyle, not a New Years resolution.

How many sales would you need to make for your marketing strategy to pay for itself?

If you want to make your marketing campaign a success, you have to crunch the numbers. Is the amount you're spending on marketing realistic for the amount of sales you can reasonably expect to make? Don't set yourself up for failure. Take into account the profit margin on your products or services and any loss of revenue from offers you're making in your campaign. Once you have the numbers in hand and they make sense, you can confidently go forth and start your campaign.