



The Technology Marketing Toolkit, Inc.

# The 12 Months Of Marketing

“Shit happens. Success doesn’t. What are you going to do differently THIS year to make sure you don’t carry over the bad habits like last year’s fruitcake?” – *Robin Robins*



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## The 12 Months Of Marketing

1. **Pick a single, lucrative target market to focus on.**
2. **Have a compelling marketing message as to WHY that target market should choose YOU.** *(Note: If you can't do this, then innovate, improve and revise your service offering so you TRULY have a compelling, TRUTHFUL reason why someone will WANT to choose you over the competition. Remember, service marketing starts with the service.)*
3. **Offer solid PROOF to back up your marketing claims in the form of client testimonials, guarantees, statistics about your service levels, etc.**
4. **Make sure your web site SELLS you and isn't just a boring list of things you DO.**
5. **Implement a referral SYSTEM for asking for, following up on and rewarding your clients for referrals.** *(To quote Edwards Deming, "If you can't describe what you are doing as a process, you don't know what you're doing.")*
6. **Develop a professional sales PROCESS that builds value, overcomes objections and closes the sale.**
7. **Launch at least ONE NEW product or service to your existing customers (and prospects!) at least once a quarter, ideally every other month.** *(Note: Make sure you are selling services and products your customers want to BUY, not what you think they should buy or what you can easily deliver.)*
8. **Implement at least one stay-in-touch marketing communication that is truly relevant, interesting and entertaining to your clients and prospects.**
9. **Make sure EVERYONE on your staff knows how to handle a client complaint, how to look for opportunities and how to SELL.** *(Marketing is not a department.)*
10. **Develop at LEAST 3 solid Marketing Oil Wells you can rely on to feed you quality new prospects and clients on a monthly basis.**
11. **Aggressively seek strategic partnerships with other non-competitive businesses and associations for the purposes of getting more new clients.**
12. **DO SOMETHING. Nobody gets paid for good intentions, good ideas or for "should." Only DONE.**