

Re-Evaluate Your Marketing Strategy

Is your marketing strategy working? Unfortunately marketing is more of an art rather than a science, however you can use a scientific approach to evaluate whether it is working.



Ask yourself:

How many different ways are you trying to attract business?

How is business coming to you?

How many of those marketing tools are working?

Remember that marketing tools need to be assessed based on the time and money they cost you to do. So even if it doesn't cost you anything, if it takes time and isn't getting you business you need to think about other ways that this time could be spent on a different marketing strategy.

TIP: Strategically thinking about what works and what doesn't, will only make things better.

Business Solver
Modules:

- ❖ Who Is Your Target Market?
- ❖ Competitive Edge
- ❖ Minute Marketing Plan

