

MARKETING RESOLUTIONS FOR THE NEW YEAR

By Sarah S. Berman, President, The Berman Group, Inc.



After the New Year's ball drops on Times Square and you resolve to spend more time at the gym, consider also committing to improve the effectiveness of marketing your company or organization. Chances are, you're right in the middle of planning out what the next year is going to look like. There are several ways your company can set out on the right path in 2012 without overextending your budget.

MAINTAIN YOUR BRAND

Developing and maintaining a cohesive brand is vital for any company. Once you have a cohesive brand and logo design, let it permeate every aspect of your company – from your website to your business cards to your bid documents. Websites are an easy way to let clients and potential customers know what you can offer, as well as promoting current projects, your experience and how you may be giving back to the community. Customers will be more likely to behave as though they have a relationship with you if they feel that they know your business well. This is a critical strategy that will move you forward in increasing your sales without increasing your budget.

E-MAIL AND DIRECT MAIL

The importance of communicating with customers and new prospects is at an all time high with the speed of today's business communications. E-mail marketing is an inexpensive way to market your organization. Ensure that emails distributed to your customers have valuable content as well as an attractive, easy-to-read design. After tracking interest in your e-mail, follow up with phone calls. E-mail marketing is cost-effective and timely, and it integrates well with other marketing tactics, like direct mail. Any form of direct marketing, either print or electronic, can be a critical tool in creating a foundation of leads for sales conversion.

SEMINARS, TRADE ASSOCIATIONS AND SPEAKING ENGAGEMENTS

Attending seminars allows you to network with potential clients, and learn about new trends in your industry. Trade associations, like the Subcontractors Trade Association, are often looking for speakers for their meetings — and you can position yourself as an expert in your industry by volunteering as a speaker. In addition, you may volunteer to author articles for industry newsletters and publications, which is another great way to increase your visibility and showcase your knowledge.

NETWORKING

With all of the new ways to approach business, the fact of the matter is that people like to do business with people they know. Joining associations and attending meetings, and using LinkedIn and Facebook to communicate with existing and potential clients increases your chances of maintaining old and making new connections in these challenging times. Using your organizational contacts and partnerships to network can be vital to any business.

Whether it is utilizing online tools, traditional marketing venues or a strategic combination, try one new tool in 2012 to develop your business. Whatever you do, it's always a great time to develop a marketing plan but especially at the start of a New Year. Make it a successful one.

About Sarah S. Berman, President, The Berman Group, Inc.

Sarah S. Berman serves as President of The Berman Group, a full-service marketing, public relations and special events firm based in New York City. The firm specializes in serving business-to-business clients in the real estate, construction and professional services industries. The firm's website can be found at bermangrp.com.