

TOP TEN MARKETING RULES TO SUCCEED IN 2019 AND BEYOND



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Rule #1: Use a Diversified Multi-channel Approach

Whether you decide or can afford to use two, three, four or more marketing channels, the more diversified your marketing is, the better. Just like investing in stocks, you don't want to put all of your eggs in one basket. Especially, when you DON'T have control of the basket. So don't just rely on Google ranking factors, or Facebook algorithms or programmatic banners, etc. Diversify and win.

Rule #2: Boost Your Best Performing Channels

While being diversified is the right approach, you also want to take advantage of the channel or channels that are providing you with the best ROI. If you are enjoying a 'winning streak' with Google Ads, keep it going until you start seeing diminishing results. Then shift funds to the next best performing channel.

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Rule #3: Digital Marketing is Not for Amateurs

Let's be honest. Everyone has a friend of a friend who's read the latest edition of "Marketing for Dummies" and instantly becomes an overnight marketing expert. If it only were that easy... Would you let your gym buddy manage your retirement account or 401K? Or your neighbor "Grey's Anatomy" fan perform surgery on you? Obviously not! Let professionals manage your paid campaigns if you want true results.

Rule #4: Think Long Term

It always amazes me how many marketing directors and CMOs only think in 30-60 day terms. Might as well spend an hour each day looking at your 401K investment and see how you feel. If you're an established company, any marketing plan should at least have a 12 month outlook for results. If you're a start-up, you will probably be looking at a 2-3 year outlook at the very minimum.

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Rule #5: Build Your Brand First

This may seem like an obvious statement, but I frequently find myself convincing some of our clients that investing in their brand is not only beneficial but necessary. Even if you already have a recognizable brand name, you still need to keep promoting it and protecting it, so that other competitors don't take advantage and steal clients away from you. Always protect and invest in your brand equity.

Rule #6: Focus on Your Unfair Advantage

You don't want to market your product or services by highlighting the same features that everybody else is also highlighting. If you truly have an edge, you will want to make sure that your audience is aware of it.

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Rule #7: Voice is the Future

We are living in a world where - over everything else - TIME is what people value the most. That's why voice is going to win. Because it saves you time throughout your day. But just as important, voice allows you to multitask, or do several things at the same time! Voice Search will dominate soon. Are you ready?

Rule #8: Have a Flexible Marketing Budget

I can't tell you how many companies are literally leaving revenue on the table simply because their marketing budget was set months ago and it can't be adjusted until a new budget is approved. Online marketing is a moving target and when you find yourself riding a profitable wave, you must have a flexible budget to get the most out of that trend.

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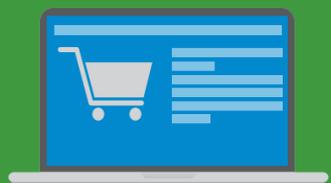
Rule #9: Master Your Data and Your Numbers

Digital marketing is based on data, not opinions or theories. Again, conversions and ROI should be your ultimate goals. Yes, you may sacrifice conversions in the short term if your initial goal is to increase your branding and not so much selling. But at the end of the day, you will want to find the right combination of Branding Vs Selling to make sure your campaigns are profitable.

Rule #10: Focus on the Metrics that Really Matter

At MGR, we always say that we need to "BE" good rather than "LOOK" good, and we need to "GET IT" right rather than "BE" right. In other words, we really like to focus on results, which in most cases means increased revenues. You can fool people with fake "likes" or "followers" or inflated impressions, but you can't fool your bottom line. At the end of the day, you must show real results.

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