

# MARKETING STRATEGIES FOR THE NEW YEAR

By dezinsINTERACTIVE



Success looks different for everyone, but I'm sure we can all agree that your business is high on your priority list. You have the power to determine your success. Are you doing everything you can to get there? Are you sure of the steps needed to define and reach that success?

With 2019 quickly coming to an end, we're not only approaching a new year, but a new decade. With that in mind, now is the perfect time to set yourself up for success and begin crafting your marketing strategy for 2020.

Below, we've compiled a list of eight simple steps to better your business in the coming year. By incorporating each of these steps into your marketing plan, you'll be able to better understand your target audience, learn how to better position your brand, and define and exceed your goals.

## **Step 1: Review the year**

Before you start looking ahead, look back. What were your goals this year? Did you achieve them? If not, don't worry. By reviewing the tactics and marketing strategies you used, you'll be able to determine what did and didn't work.

## **Step 2: Review your target audience**

You can't reach "everyone" and you shouldn't try to. Think about who makes up your customer base. Who makes up your ideal demographic? It's important to not only define your target market but also to continually learn about them. The better you understand your audience, the better you can market to and connect with them.

## **Step 3: Set achievable goals**

What do you want to achieve in 2020? Short term or long term, it doesn't matter. A goal is a goal! But, we recommend setting goals that are measurable, attainable and realistic.

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#### **Step 4: Brainstorm tactics to achieve these goals**

This is arguably the most important step! Think about what types of marketing strategies to put in place to ensure you meet, and hopefully even exceed, your goals. For example, if you're hoping to increase your social media traffic, you'd want to focus on improving your SEO, enhancing your visual content, and optimizing your calls-to-action.

#### **Step 5: Consider your available resources**

When planning your strategy, remember your budget. You may not be able to do everything you'd like to, but even by implementing just a few new tactics, you're sure to see a difference.

#### **Step 6: Make a list**

Write out a list of everything you'd like to achieve and then divide it up by month. Giving yourself a visual like this makes it easier to see just how much you're taking on.

#### **Step 7: Put your thoughts into action**

It may seem like a no-brainer, but in order to see results, you'll actually have to put in the work and follow your strategy. If you can, assign certain tasks to employees. We also recommend establishing deadlines and sticking to them.

#### **Step 8: Review stats and analytics**

At the end of each month, review how well you did. Check your social media insights, website clicks, Google Analytics, email open and click-through rates, and any other methods you employ. We also recommend reevaluating your entire marketing strategy halfway through the year. In doing so, you'll be able to determine what is and isn't working, and readjust if needed.

With a clear and concise marketing strategy, your efforts will reap the rewards of success. By incorporating these tips and tricks into your marketing strategy, you'll not only be able to measure your success, but also improve upon it.

We are hosting a FREE webinar happening on January 15 that gives you more tips, tools, and tactics to building a marketing strategy for 2020. Visit <https://dezinsinteractive.com/event/2020strategy/> to sign up. For more information on marketing strategies, or for a more customized approach, please reach out to us via email at [info@dezinsinteractive.com](mailto:info@dezinsinteractive.com), or give us a call at 225-615-8358.



dezins**INTERACTIVE**

225.615.8358 • [www.dezinsinteractive.com](http://www.dezinsinteractive.com)  
10311 Jefferson Highway, Suite B1 • Baton Rouge, LA 70809