

RESOLVE TO IMPROVE YOUR MARKETING

IN 2018

It is important to stay current on the latest marketing trends, but that can be difficult if you are wearing many hats. Marketing is constantly changing and there are always new tools and tactics to learn that could set you apart. Here are suggestions to improve your marketing this year. Share them with your customers too!

1

SOLVE CUSTOMER PROBLEMS.



Top performing companies focus on the problems they solve and the results they deliver over features and advantages.

2

IMPROVE YOUR DIGITAL PRESENCE.



When was the last time you updated or improved your website? If it has been two years or more, put some time into it and ensure it is mobile-friendly.

3

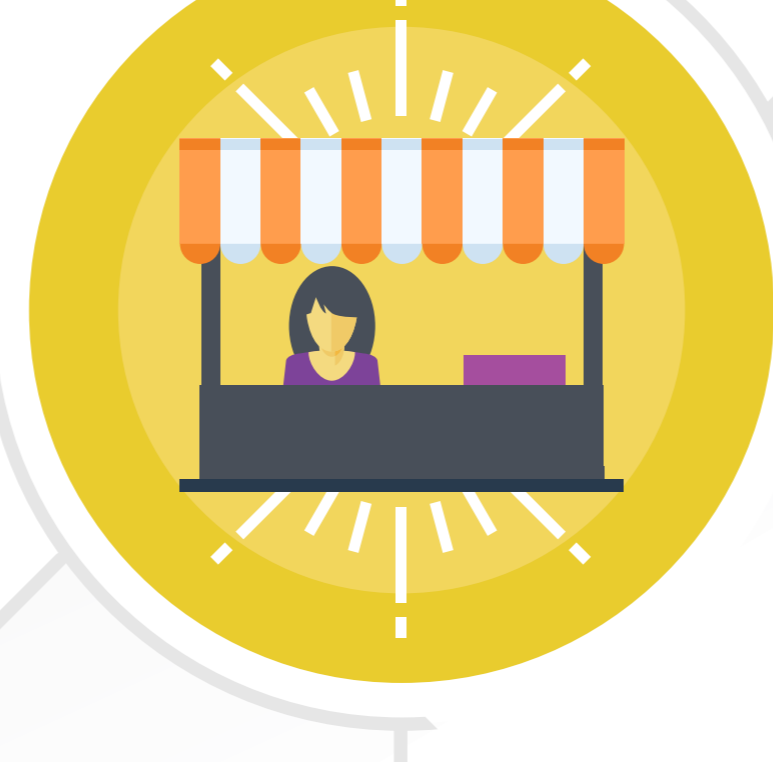
GET MORE SOCIAL WITH YOUR BUSINESS.



Social media can become a source of new and recurring business if managed well. Determine where your customers spend their time and dive in.

4

REMEMBER THE PHYSICAL WORLD.



Leverage events — the trade shows you serve, community sports events, fundraisers or even art fairs. Hand out samples with contact details.

5

HAVE A PURPOSE.



Customers are becoming more socially aware. To align, use green materials, source from companies that practice ethical manufacturing or donate a portion of profits to charity.

6

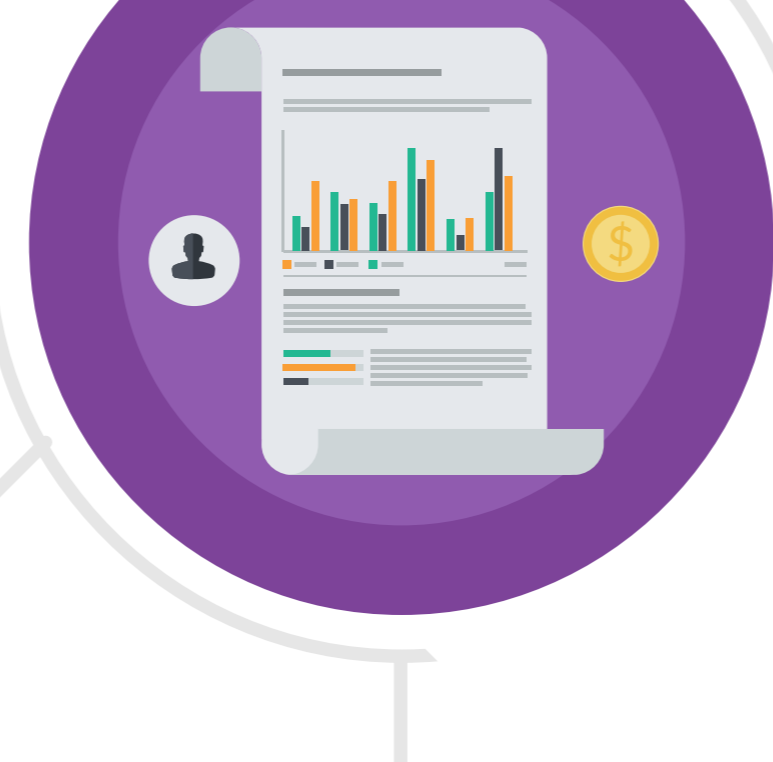
GROW BY DELEGATING MORE.



Leverage your talents where they matter and turn over as many of the other tasks as possible to team members. They will do those jobs better and faster.

7

INVEST IN SPECIALISTS.



Want to revamp the look of your company logo or create new marketing materials, send out the work. It's an investment that will pay off in the long run.

8

GET THE RIGHT TOOLS.



You can make your employees and yourself more efficient with tools. For example, social media software enables you to schedule posts in minutes versus hours per day.

9

CHARGE WHAT YOU ARE WORTH.



Not charging for hours of research, work to adapt graphics, sample products and more undermines profits and also the perception of your value by customers.

10

ASK FOR TESTIMONIALS.



Create an email template you send to probe for information on your quality, delivery, creativity and follow-up. Use this material on your website, social media and in proposals.

Trying these simple tips in 2018 means you will more effectively market your company, drive new orders and secure more clients. Reach out to [Idea Custom Solutions](#) if we can help you with [embroidery digitizing](#), [vector artwork](#), [image editing](#), [custom logo design](#) and [marketing materials](#).



YOUR SUCCESS. THAT'S THE WHOLE IDEA!

marketing@ideacustom.com
www.ideacustom.com



Sources:

"The Top 10 Business Trends That Will Drive Success In 2018", Ian Altman, Forbes, 12/5/17.

"7 New Year's Resolutions That Will Change Your Small Business in 2018", Alyssa Gregory, The Balance, 10/29/17.

"7 Ways to Improve Your Small Business Marketing", drakas, 20four7VA, 1/5/18.

"4 Small Business Marketing Trends to Watch For in 2018", Strategic Funding, 12/27/17.