

# businessfulcrumlimited

## Are we doing enough marketing?

<b>Did you know?</b>	Most business advice books say we should spend 20% of our time marketing. Of course this is a big ask for small organisations much less one man bands. Typically marketing is done in ineffective short bursts which results in roller coaster income. A little soul searching about how you market might help you to overcome this:								
<b>To measure your activities:</b>	<p><b>How is a typical day spent in % terms:</b></p> <table border="1" data-bbox="395 667 1385 842"><tr><td>Contacting <b>potential</b> customers...</td><td>Administration...</td></tr><tr><td>Contacting <b>existing</b> customers...</td><td>Meetings...</td></tr></table> <p><b>Is this productive? i.e. are you hitting your targets? If not what is the biggest blocker?</b></p> <ul style="list-style-type: none"><li>• Defining my business verbally and on paper</li><li>• Differentiating my business</li><li>• Understanding my target audience</li><li>• Understanding how to interact with my target audience</li><li>• Getting my message across consistently and continually through a marketing plan</li><li>• Actually <b>effecting</b> that plan battling against lack of time or knowledge</li></ul> <p><b>Is your marketing activity assigned to any particular type of customer?</b></p> <table border="1" data-bbox="421 1384 1385 1559"><tr><td>Least frequent</td><td>Particular profile</td></tr><tr><td>Least recent</td><td>Not thought about it</td></tr></table> <p><b>You have an action plan in place for the next 3 months, 6 months, 1 year</b></p> <p>This is the most important of all - you should have an <b>overall plan</b> so that you can work smart, avoid fire fighting and maximise every single marketing effort. Typically you should have an <b>outline 12 months, a more detailed 3 months and schedule in time to review, hone, and improve on a monthly basis.</b></p>	Contacting <b>potential</b> customers...	Administration...	Contacting <b>existing</b> customers...	Meetings...	Least frequent	Particular profile	Least recent	Not thought about it
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If this short test has revealed shortcomings in any area please contact us for help via [janebuswell@businessfulcrum.co.uk](mailto:janebuswell@businessfulcrum.co.uk) or 07970 632077