

5 New Year's Marketing Resolutions for 2012

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It's that time of year again. With the New Year just around the corner it's time to sit back and reflect at the year gone by – the good, the bad, and the ugly.

When it comes to marketing there is always something more you could be doing, so here are some tips to help you form your New Years marketing resolutions and help make 2012 the year your business takes it to the next level.

1. Review and revise your marketing strategy: Taking a look back at your marketing strategy, whether it's just in your head or in a document, can help you figure out what's working and what's not. To get started, ask yourself the following questions:

- What worked in 2011? What didn't?
- Do you need to step up your networking efforts?
- Are you up to speed on the latest in social media? (Google+ anyone?)
- Are your social media efforts meeting the goals of your organization?

2. Try something new: It's great to stick with what works, but marketing is all about pushing the envelope. Ask yourself what more can you do to step up your marketing in 2012. How about a new (hopefully viral!) video idea? Have you looked into trade shows or other advertising avenues? How about a creative new campaign to get people buying your products or services? Think outside the box in 2012 and try something new!

3. Collaborate: There are so many great marketing experts out there, from direct sales to online marketing

specialists. Pride will not help your business grow, but teaming up with other knowledgeable experts sure can't hurt. So reach out and ask for help this year!

4. Join an organization: Local chambers of commerce or other specialized organizations can help bring not only a more professional appeal to your business but they can also be a great way to market yourself. So if you aren't currently in any organizations, join one – many are free and only charge minimal fees for networking events. If you're already a member of an organization look for a new one! There are so many great groups out there and business owners can never meet too many people.

5. Improve your customer service: In a world full of words like "hits," "likes," and "followers," it can be easy to overlook the basics of marketing. There's no marketing like good public relations – a happy customer will not only return but will also be likely to refer your services to their customers or friends as well. So make an effort to improve your customer service this year, it will not go unnoticed!

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