



Know-sweat marketing.

20 strategies for 2016



2016 is almost here. As we finish up Q4 and slide in to holiday mode, we need to start to plan for the upcoming year. Here are 20 Know-sweat marketing strategies that will help you define your plan and give you concrete action items to improve your business, enhance your advertising and jump-start your new year.



1. Dig Deep

Take a look back and review your 2015 activities and successes. Define success and then focus on the channels and tactics that align with your definition. Re-use and improve on your wins to get the most traction for 2016. Isolate what didn't work and either remove from your marketing mix or adjust. Test and promote your champions.

2. Set a budget

Establish your budgets for awareness and consideration versus direct response. For direct response, start by determining the value of a lead and a sale. Use these numbers to drive your budget.

3. Humanize your audience

If you asked folks within your company to describe your most valuable customers, how do you think they'd respond? Be sure to define and personalize your target audience. It's important to have a standard language for your customer that can be used among your team members. Develop segments and build personas.

4. Mark your calendar

Map out all of your planned marketing and advertising activity for the year on a calendar. Get the most value from your events and campaigns by making them work in concert where it makes sense. Also, be sure you are planning for the ups and downs of the seasonality of your business.



5. Stand out

Prospects are searching for solutions. Optimize your website(s) and social properties to show up in their searches. Be sure your content is answering their questions.





6. Be valuable

Plan for providing valuable content to your prospects and current customers. Given all the social channels available, content can take many forms. Determine where you can add value, the best channels and the best format or formats for the content you publish. Create it. Own it. Don't borrow someone else's.

7. Retarget

Make the most of your search and display media budgets. Don't advertise to the unknown. Target prospects that have visited your website or other relative websites.

8. Pay to play

Social media can still be valuable for distributing content and messages. However, given the changes and crowded nature in social channels, paid advertising on social channels may be required to boost your message and drive increased engagement.

9. Send email

If you're not communicating with prospects and existing customers with email, it should be top of your list for 2016. Email is one of the best performing channels. If you are already using email, make it a point to ensure your list is clean, build your list organically and take advantage of coordinating email and social publishing for expanded reach.

10. Go mobile

Mobile is increasingly becoming the tool of choice for consumer and business audiences. Review your web properties to ensure the content is optimized for mobile and provides a great experience for mobile users.



11. Measure your data

Big data is more than a buzzword. Data is more prevalent and available than ever. However, just because it can be captured, doesn't mean it should be or that it will be useful. Make your data right-sized. Only capture and report on the data that is most valuable to your business.

12. Convert your leads

While we take stock and plan for driving leads, it is equally important to review your process for converting leads. Are you managing leads effectively, in a timely fashion and delivering your best conversion rates.

13. Keep an eye on the other guy

What is the competition up to? Keep on top of what others in your industry and comparative industries are doing. What's working? Can the genius in you steal what they are doing and make it work for your business?

14. Plan for resources

Do you have the resources, tools and team you need? There are a lot of moving parts in marketing and advertising these days. Some can be managed with tools others need an in-house or contract resource to manage. Your plan should include resourcing.

15. Know your rules

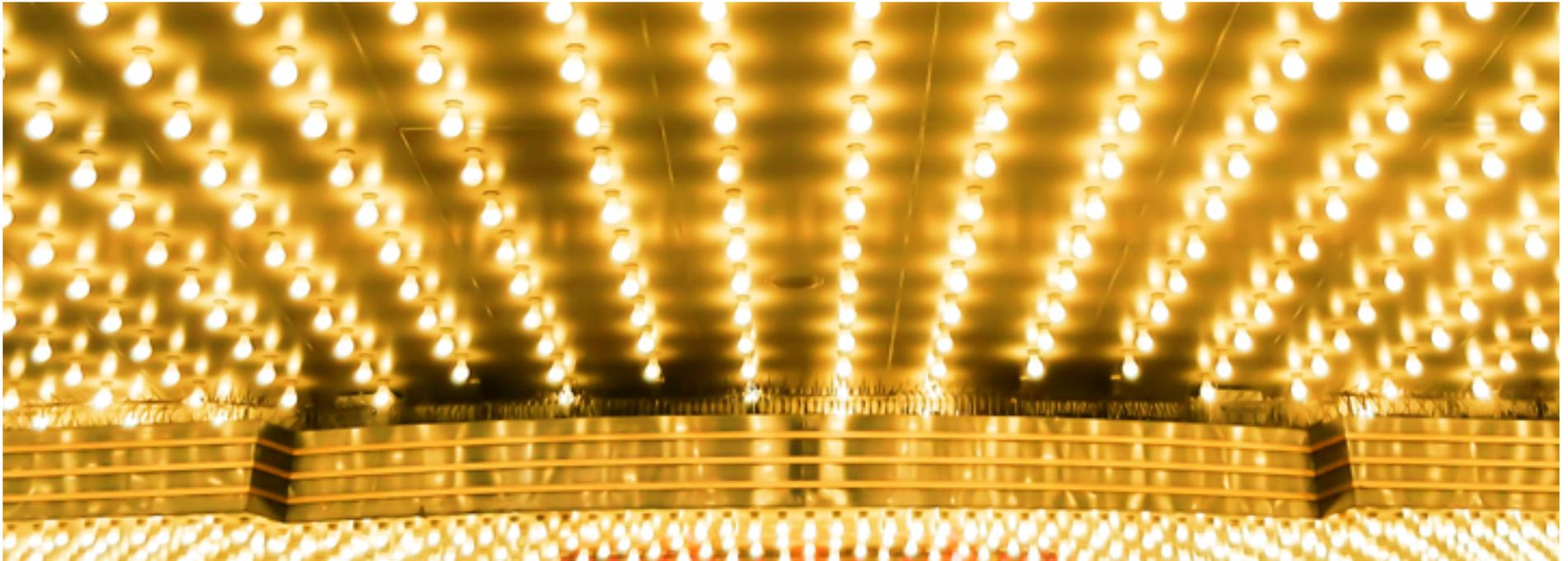
Are you in an industry that is regulated? A new year can mean new regulations. As you plan for the year, review existing and new regulations to ensure your plans comply.

16. Make your numbers actionable

Quantitative and qualitative reporting are important. Review and update your regular dashboards to refine and optimize to report on the key performance indicators you want to see regularly.



Know more • Jane Phelps • Know Agency • jane@knowagency.com • Visit us at knowagency.com or call us at (888) 241-4205



17. Try a new channel

New social and digital channels are launching all the time. Because they are new, they offer an opportunity for your brand to get involved before they become too crowded. Some channels that gained momentum in 2015 include Meerkat, Periscope and Medium. Keep an eye out for the next big things in 2016.

18. Surprise and delight

Consumers expect great customer service these days. To stand above the crowd, look for places to surprise and delight your customers. It will make your customers fans for life and give those inclined the type of content they like to share socially. That will result in additional exposure for your brand.



Know more • Jane Phelps • Know Agency • jane@knowagency.com • Visit us at knowagency.com or call us at (888) 241-4205

19. Give customers a great experience

Can your employees connect the decisions they make every day to the experiences that result from them? Can they connect those experiences to the company's stated business goals?

20. Don't play hard to get.

Be sure that all of your marketing includes easy to find ways to contact you. Also, make sure you are taking advantage of all the different communication channels — phone, text, chat, social and email.

About KNOW Agency

KNOW Agency is a next-generation non-agency. Small and powerful. Experienced and engaged. We bring talent and smarts without the attitude and ego. We have all worked for larger agencies. We know the traditional agency model is centered on growing the agency, not necessarily the best interests of the clients they should be serving. Our focus is on real relationships with our clients and their wins.

Get to know us – contact us today.



Know more • Jane Phelps • Know Agency • jane@knowagency.com • Visit us at knowagency.com or call us at (888) 241-4205

The logo for Know Agency, featuring the word "know" in a bold, lowercase sans-serif font above the word "AGENCY" in a smaller, uppercase sans-serif font. A thin white diagonal line crosses through the text from the top-left to the bottom-right. The logo is set against a solid red square background.

know
AGENCY

A close-up photograph of several dandelion seed heads against a black background. The seeds are illuminated, creating a bright, ethereal glow. The stems are thin and light-colored. The overall composition is artistic and serene.

Happy new year!

Jane Phelps, Know Agency
jane@knowagency.com
knowagency.com
(888) 241-4205