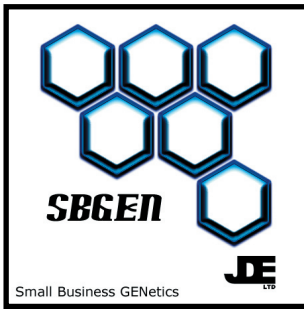


"MARKETING"

A SIMPLE G-A-M-E PLAN

STRICTLY CONFIDENTIAL. COPYING PROHIBITED WITHOUT PRIOR PERMISSION



"MARKETING" A SIMPLE G-A-M-E PLAN

Whether you're considering a new mail, email, social media, advertising, networking or other marketing campaign, it pays to have a plan. Too often I've seen individuals and companies throw resources in an attempt to "market" their business with, at best, questionable results.

Like it or not, there is no quick-and-easy way to market yourself or your product, but it doesn't have to involve a huge expense, think tanks or a myriad of marketing and advertising professionals.

So, here is the Dave Segrove (JDE) simplified marketing G-A-M-E plan. There are four components, each requiring their own research and producing results. Pulled together, it's a good start...

GAME – **G**oal / **A**udience / **M**ethod / **E**valuation

Goal – What are you trying to achieve? Much of the time I hear things like "more customers". While we'd all like that, you might want to consider something a little less generic such as a growing a client base in a specific marketplace. Knowing what you're trying to achieve will let you set a goal.

Audience – Who are you targeting. Everyone? Think again. The "how" (the next step) will determine what you can afford to spend (in resources). Is a very broad base of potential clients better than a focused group? Do you, or does your



"MARKETING" A SIMPLE G-A-M-E PLAN

business, relate to a particular demographic? Is there a market that no one else has discovered yet (I wish)? A little bit of research here could yield dividends.

Method – How are you going to market yourself? What medium (Internet, in-person, mail, print advertisements, free samples) are you going to use? What's your budget? By that I include time, money and resources. Money isn't the only thing to consider when you're budgeting a campaign. Who will do the work? Are you already putting in 50 hours a week? Can you do more? Time management is also something to think about.

Evaluation – How will you measure success? What is an acceptable return on investment? Knowing up-front what measurements you're going to use can help you keep yourself on track. It will also (potentially) allow you to adjust your Methods in order to obtain your Goals.

So, before you set out on your next marketing adventure, consider a G-A-M-E plan...while some of this may sound obvious, I really believe a little planning goes a long way.

Any one of these criteria can be explored in depth and at length. I'm always available to help you figure out what will work best for you.