



Make sure to allocate money towards keeping your website up to date and including social media in your plan. These are cost effective mediums for smaller budgets. Remember when a potential customer visits your website, they've already found you! You must however 'make the sale' and ensure that the image of your business and information you convey makes them take the next step.

Remember to include related expenses in your budget such

as potential research work, attending trade shows, functions, brochures and training.

3 MEASURE

Your marketing plan defines how you connect with your customers. If you are doing it well you should be able to measure the success. Some marketing initiatives are difficult to measure immediately, such as brand awareness campaigns, sales collateral, sponsorships and customer events. The sooner you get in a habit of measuring traditional product and price advertising campaigns the easier it gets.

There are various different ways to measure your return on investment – that we will discuss in future columns – the easiest way however is just measuring sales quantities during promotional periods to previous months.

Another quick way of evaluating the different mediums you are using is to be vigilant about tracking how customers find you or heard about a promotion; salesmen can ask customers and give input in what is working and what not.

You could even include a question on your website enquiry form.

It is also important that if something you experimented with is not working as well as you thought it might; tweak it, until you find the recipe that works best for your business. Small businesses have the great advantage over bigger chains in that they are able to adjust and change on the fly.

I live by the saying, 'failing to plan is planning to fail.' I dare you – think outside of the box, budget and plan to make 2017 a year to remember! «



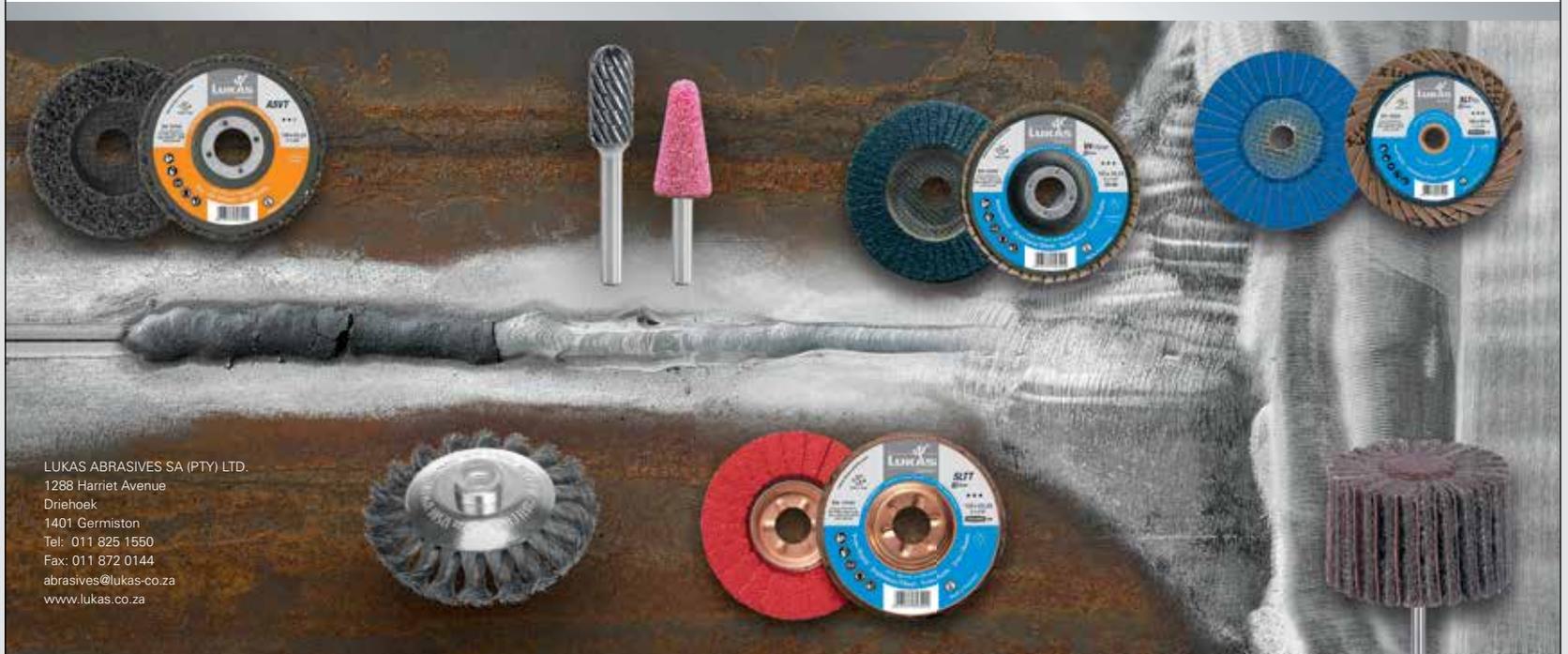
Adèle Maritz is the owner of AM Brand Service and offers a wide range of brand and marketing services tailor made to fit the specific needs of each client. Contact her at adele@ambrand.co.za or visit www.ambrand.co.za

// THE BEST STARTING POINT WHEN PUTTING TOGETHER YOUR ANNUAL MARKETING PLAN IS TO DECIDE WHO IT IS THAT YOU WANT TO TARGET //

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