

Surviving 2009

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Welcome to 2009! It's going to be a rocky road this year for a lot of companies, but there are very important things you can do to ensure your success amid the turbulent climate and avoid being one of those companies. The first thing you need to do (if you haven't already) is map out a viable marketing plan and strategy that lays the groundwork for your goals this year.

Some questions to answer:

- How are you going to reach new customers?
- How can you communicate with your existing customer base?
- How are you going to manage the relationships between your business and your client list?

A good marketing plan should lay out clear objectives and serve as a reference throughout the year to measure success.

- How are you going to reach new potential customers?
- What kind of realistic conversion rates would you like achieve?
- How can you use technology to achieve your goals?

We can help you leverage technology tools that keep costs low and increase ROI by targeting specific demographics, and trending various campaigns to understand effectiveness and adjust as necessary.

- How do your potential customers feel when they visit your website for the first time?
- Are they wowed? Will they come back?

We can help you turn your website into a valuable marketing tool and keep visitors coming back!

- How many visitors does your site get on average per day?
- How many come back?
- How many bought something or contacted you for more info?
- Why did they buy something or contact you?

Contact Us today and see how we can help you make sense of these numbers, and put together a solid plan to increase your business leveraging technology and improving your customer experience!