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Steps to Improve Your Marketing in 2018

Get the most out of the following questions by taking a couple of days to address them with your leadership team. Each step is crucial, so work through them sequentially, doing your best to cover them all.

1. Define your customers. Who are they? What makes them tick?
2. What does the present look like? Define how customers currently interact with your organization.
3. What does the future look like? Define how customers currently interact with your organization.
4. Determine how your organization needs to change. Ask a single question – “If we had to create the perfect marketing service to meet our customers’ expectations, what would it look like?”
5. Define the primary goals and functions for your new marketing organization.
6. As a group, rank goals and functions. What should have priority? Try to gain consensus.
7. Create a functional view of the service. Is it possible to redesign your current organization to accommodate this new structure?
8. Highlight potential strengths, gaps, investments, etc.
9. Determine required resources, staffing needs, etc.
10. Reflect on everything created so far. Are you still meeting the “perfect” requirements you idealized initially? Will this meet your customers’ expectations?
11. Document the process for realizing this new service.
12. Use this new plan as your guide moving forward. This will help keep the leadership team on track.
13. Make adjustments as required – and they will always be required.



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Brilliant
Together