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The Lifecycle of Marketing a Business

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Article published on March 29th 2012 | Advertising

The one thing that separates one marketing campaign from another is how business owners perceive the campaign. If they see is as daunting and expensive, itâ€™s likely to end up daunting and expensive, but if they perceive as simple and fun, the results will be more positive. Keeping a positive attitude will provide better outcome for businesses. If you are small business and you want to gain competitive advantage over your competitors, itâ€™s best if you take the marketing campaign lightly so you donâ€™t end up frustrated in the end.

Each marketing campaign basically goes through the same process. Big or small businesses alike have the same lifecycle. If you want a successful campaign, hereâ€™s a guide to a businessâ€™s lifecycle that you need to know:

1- Figure out the persona of your target audience. This is the first important step you need to do. You have to identify the needs of your target customers so you can effectively reach out to them. Among the important details you have to research about are the age, gender, income, lifestyle, and values of your target customers. For instance, instead of just targeting mothers, you might want to narrow down your target market to stay at home mothers of preschool kids. The more specific you are the more effective your campaign will be.

2- Work on the design of your materials. This is where you creativity will be required. Always start by brainstorming for ideas. The sky is the limit when it comes to marketing ideas. If you donâ€™t have a creative bone in your body, you can ask the help of designers or even printing companies to help you with the design. Make sure to complement your exceptional design with a good copy. Make your message brief and direct to the point so people quickly understand what you want to communicate to them.

3- Determine the materials to use. Which will fit your marketing needs best: online or offline materials? Your choices for online materials include website, email, social media, and online ads. For offline materials you have business cards, catalogs, newsletters, presentation folders, postcards, and brochures among others. Your choice will depend on your need. If most of your customers are online, the obvious choice will be online materials, but if they are offline, you are better off with traditional printed materials. If you can achieve a good mix of offline and online materials the better. This will give you better market exposure and allow you to get in touch with more people. Printing online is always a good option especially if you want to engage in print marketing.

4- Implement effectively. Create a schedule of implementation. Determine when you will distribute your materials and how long will the campaign be. It will help if you set a benchmark so you know just how far you are getting along with your campaign.

5- Evaluate. After a campaign cycle, donâ€™t forget to measure the success rate. Note everything about the campaign and figure out if your goals have been achieve. Your evaluation will help you improve your subsequent campaign so you get better results the next time.

Itâ€™s always best to start with a simple campaign first to gauge the response of your target audience. Once you have determined peopleâ€™s response and made the necessary improvements, you can then launch a massive campaign. Eat, sleep, and breathe this guide so you can be sure to make your next campaign as successful as you desire.

Article Source:
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Article Keywords:
printing online, printing companies

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