

Issuing a New Year's Marketing Challenge

Written by PR Etc., Inc.

Published by [Rockford Register Star](#)

Monday, January 7, 2008

What does success look like to you? That's a simple question we ask to every one of our clients before embarking on a project or long-term retainer with them. While it may seem straightforward; the question is usually one that most individuals – no matter what level they hold within the organization – haven't pondered before.

Sure, you may consider the influx of new business or increased revenue as success rankings. However, what if results are more intangible? That can be especially daunting yet true in many marketing initiatives because enhanced sales can't solely be related to marketing efforts.

As your organization lunges into 2008, look beyond the tactical action items such as how to spend your advertising budget or how many events to host or attend or even how many newsletters to issue. Identify instead the end result you want to accomplish overall.

Is there a new audience you want to attract to buy your service? Is there a new product you want to launch successfully? Is there a message you want the marketplace to understand? Does your brand need a shine or an overhaul to match your updated characteristics?

Start with the end in mind and then begin to create the tactics to address these goals. Throughout the year you may see the needle only slightly move in the right direction, but you'll be pleasantly surprised when you take a look back at the year's end and are able to say "that's what success looks like to us."