

GIVE YOUR
MARKETING
A WORKOUT

IT'S TIME TO BREAK A SWEAT.

Illustration by Seth Rexillus for The Partner Channel



Michelle Glennie

The number one New Year’s resolution is to lose weight and get fit. Not surprising, right? Whether it is a New Year’s resolution, a goal after a birthday, or just something you wake up one day and commit to, we have all been there. Fitness and health are something that we would all like to achieve, but sometimes find difficult to do. As I set out on my own path over the past year to be healthier, I found that working out and becoming healthy applies to many other areas within my life, and with marketing being near and dear to my heart, I realized that even marketing programs need a good sweat to be healthy. So roll up your sleeves, put on your tennis shoes, and get ready to break a sweat with your marketing!

Plan a Strategy – Do You Have a Goal?

You cannot necessarily go to the gym, lift a few weights, and have the long-term success you want. You will be much more likely to achieve the body you want if you set measurable goals. Now think about your marketing efforts in terms of setting goals as well. Do you know your strengths and weaknesses, marketplace, or vertical? Establish the goals you want to achieve and then structure a plan on how to get there. Keep in mind that you need to be realistic with the number of goals you want to achieve and the timeframe upon which you want to achieve them. By having a documented plan and an understanding of your company’s strategic opportunities, you are more likely to achieve the success you desire.

Don’t Forget the Basics and Do Your Reps

When first starting a new health regimen, you need to keep in mind the basics. Make sure you are doing your exercises correctly and repetitively. You need to do those sit-ups, push-ups, and bicep curls. Although they may be boring and not as exciting as that fancy new machine sitting there, having a good foundation will help you build your core strength. This same rule applies to marketing. You need to call prospects and customers, send out e-mail updates, and even have

face-to-face contact with them from time to time. Your muscles, like your audience, need to build a memory. The more you repeat, the stronger you become, and your prospects and customers will remember you through your continual presence.

Cut Out the Junk

Some of the foods we eat look good and taste good but have no nutritional value. Take a salad for instance – you can have lettuce, carrots, tomatoes, cucumbers, all of which are healthy, but when you add ranch dressing on top of all of these fresh vegetables, you’ve just added extra fat you didn’t need. In marketing you want your collateral to look good, but you need to make sure you are not adding so much fat that you have diluted its nutritional purpose. Take a magazine ad, for instance. You could have a beautifully designed ad, but if it is cluttered with too much text, your audience may miss the purpose. Don’t let the reader walk away not knowing what it is you sell or do. Remember to give your audience the nutrients they need, and you will find your marketing getting stronger.

Try a New Exercise

If you go to a gym or watch TV, you will see all kinds of new equipment that might seem scary or to be a gimmick. Do not be afraid to try one of these new resources! You may be surprised that they can help you achieve success in a new way. Take social media as one of the new marketing exercises. At first it might seem like a waste of time that will yield few results, but when you couple these activities with your core marketing activities, you will find that they work well together. Try stepping out and using LinkedIn or Twitter to promote a new whitepaper, webcast, conference, or product and perhaps you will see more traffic to your Web site, higher attendance at your web cast, or more inquiries about your new product. As we all know, our body types are different, and so are our audiences. Different marketing “exercises” will work to attract viewers in new ways you may not have been able to reach before.

Healthy Body

Healthy Marketing

Set Goals	<ul style="list-style-type: none"> • Lose 10 pounds. • Do 50 push-ups. • Run a marathon. 	<ul style="list-style-type: none"> • Add 7 new customers. • Increase existing customer revenue by 40%. • Get 12 customers to attend Convergence.
Remember the Basics & Do It Right	<ul style="list-style-type: none"> • Stretching, sit-ups and push-ups. • Lift weights with the proper form. • Cardio to build endurance. 	<ul style="list-style-type: none"> • Create a strategic marketing plan that examines your strengths, verticals, geography, competition, and opportunities. • Dedicate a budget sufficient to address those opportunities. • Communicate with your prospects and customers by calling them, e-mailing them, or sending them a direct mail piece.
Do It Repeatedly	<ul style="list-style-type: none"> • Cardio on Monday, Wednesday, Friday. • Upper body conditioning on Monday and Friday. • Lower body conditioning on Wednesday. 	<ul style="list-style-type: none"> • Commit to consistent nurturing of your sales pipeline. • Use newsletters, calls, e-mail, direct mail, and events to stay in touch with leads. • Create a marketing calendar to track and have consistency with marketing efforts.
Cut Out the Junk	<ul style="list-style-type: none"> • Reduce calories and lower fat intake. • Cook with healthy organic foods. • Control portion size. 	<ul style="list-style-type: none"> • Have a concise and consistent message that the company conveys to each of its target markets. • Reduce the clutter that creeps into your e-mails, advertisements, and Web site. • Nourish viewers with how your company can help them.
Try Something New	<ul style="list-style-type: none"> • Try the new stair climbing machine. • Try the new balance ball. • Try interval training. 	<ul style="list-style-type: none"> • Try using a new social media site that you haven't used before. • Use the functions that the social media sites offer like groups, fan clubs, or polls. • Use the free resources that Microsoft offers.
Stay Committed	<ul style="list-style-type: none"> • Keep a focus on your goals. • Realize results do not come overnight. • Get a trainer. 	<ul style="list-style-type: none"> • Keep a focus on your goals and strategy. • Realize that your results will compound in time from the numerous activities that you are doing. • Seek guidance and help from outside resources. It is okay to ask for help, especially in areas that you are not familiar with.

Results May Not Be Immediate

Nothing feels better than leaving the gym after a good workout. You may be tired, you may be sore, but you have fulfilled your commitment to make yourself healthier. The key here is to stay focused and keep that feeling of accomplishment because it may take awhile to see the results you want. By being diligent and consistent, your marketing results will compound. Take that new exercise called social media marketing. You may not see the results you hope for after just one post, but the more consistent you stay in your overall strategy, you will soon see every-

thing working together to achieve the results you are looking for. Two words can sum this up: have patience.

Keeping and maintaining a healthy body is a continual process. Just because you have been good at setting your goals, doing your exercises, and providing nutritional value, it does not mean you can take a break from your strategy and let your marketing go on auto pilot. Don't let your marketing programs get flabby! You have to look for new ways to stay inspired. The good thing about marketing is that there always seems to be new and exciting ways to get your company's message out there. Talk about motivation!

Whether it is a new online tool, a mailer in the shape of an elephant, or a new way to host a webcast or seminar, stay motivated and stay consistent.

You've now made it through your first marketing workout – do you need a towel? 🧘

Michelle Glennie is with The Partner Marketing Group and has more than 10 years of experience in the Microsoft Dynamics® channel. Her experience includes leadership in business development, operations, marketing, and human resource management. She can be reached at Michelle@thepartnermarketinggroup.com.