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**Focus...a Marketing Strategy**

**By Ann Marie Rubertone**

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Focus...a Marketing Strategy

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The secret to increasing sales doesn't lie in choosing just the right marketing tactic for each of your businesses. The real problem that's experienced by many entrepreneurs—a damaging lack of focus. Plenty of entrepreneurs make this dangerous mistake. They try to market more than one business at once, or they tackle too many targets for a single business. Suddenly, they discover that their time and budgets are fragmented beyond their ability to produce positive results. The solution is to get—and stay—focused. This single alteration can actually reduce your marketing costs and increase sales. The trouble with trying to market several businesses at once is that you end up with many different target audiences—each requiring its own set of sales and marketing tactics. To reach them, your sales tactics may include creating an in-house prospect list, making cold calls to set up appointments and handling one-on-one meetings with prospects.

Instead of trying to gain small profits from a variety of individual ventures, for best results, the key is to pick one of your businesses (preferably the most profitable and enjoyable) and focus all your marketing energies in that direction.

I inevitably get calls from business owners who say, "I have the greatest product on earth. Anyone can use it—kids, parents, businesses." And then I'm forced to reply, "Do you have unlimited funds to launch this product? Can you start off with \$10 million, or how about \$20 million or more?" Because no one can market to everyone. The cost would be astronomical. Even the world's largest companies, with seemingly unlimited marketing funds, typically focus their efforts on a single type of product or service for individual niche markets. And the actual campaign messages they employ differ depending on the hot buttons for each niche.

As an entrepreneur who has limited time and money to waste chasing after unqualified prospects, it's vital to narrowly focus on your best, most profitable target audience groups. This will reduce your media costs—since you won't be advertising to reach marginal groups—and free up the time you would otherwise lose meeting with low-quality prospects.

For entrepreneurs who operate several businesses at once, choosing just one can seem like an overwhelming task. The secret lies in following both your head and your heart. Start by examining the business potential and the corresponding costs of each of your ideas. For example, consider which

business has the greatest chance for success based on your ability to fund and manage the operation. Then, review the ideas that look best on paper and decide which you feel most passionate about. When you're passionate about what you do, it shines through to customers—and can make all the difference between lackluster sales and a stunning success.

## **Develop An Online Marketing Strategy To Maximise All Of Your Marketing Activities**

**By Wendy Hearn**

Developing an online marketing strategy is essential before you do any marketing or promotion of your business. Without a strategy it's like stabbing around in the dark, not knowing what you want to achieve. You risk your marketing becoming unfocused and not producing the results you really want.

An online marketing strategy is the general and overall approach you'll take with your marketing and encompasses the big picture. It's the starting point for choosing the most effective marketing tactics to use and then the actions you need to take. A clear strategy helps you make the right day-to-day decisions, saves you time and keeps you focused.

Before doing any marketing of your business, you need to develop your strategy. This gives you a clear picture of what you're up against and what you need to overcome through your marketing. This enables you to choose the best marketing tactics. The tactics are the means of achieving your strategy.

With so many different marketing tactics to choose from it's too easy to do what many people do and that's just pick any tactic. Just picking any tactic prevents you from maximising your marketing and the results it produces. You may use a variety of marketing tactics to fulfil your strategy.

So, how do you develop an online marketing strategy?

First you need to do an appraisal and gather information about your company, competitors, customers and other industry players. You need a clear picture of what you're up against. This includes identifying your target market/clients and carrying out a SWOT analysis.

S – Strengths

What are the strengths of your business?

W – Weaknesses

What are the weaknesses in your business?

O – Opportunities

What opportunities are available to your business?

T – Threats

What threats is your business facing?

Next, define specifically what are the challenges and problems that you need to overcome. From this answer the question, "What will it take to overcome your main marketing challenges and problems?"

Once you've developed your objectives, then choose the strategies to support these objectives. Your strategies could include:

Improve communication

Educating potential clients

Sharing information

Increase awareness of your products/services or company.

Then select the most effective marketing tactics to bring your strategies to life. These tactics then need to be turned into an action plan.

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Is Your Marketing Strategy Killing Your Profits?

How To Develop A Marketing Plan That Will Make Your Small Business Sales Explode

Say It Like You Mean It!

Marketing and Patience

Hitting the Search Engines

One Million a Year

Brian Garvin's MLM Secrets

How to Gain and Retain More Customers

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