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tips for more **PROACTIVE MARKETING**



1 Go where your audience is.

Most of our clients spend time on LinkedIn, so while we do put our write-ups on the blog for the sake of SEO rankings/those who google us/those who want to read or share a piece down the track, we would be ignoring opportunity if we didn't make the most of LinkedIn. Figure out where your own audience spend their time, then try and get in front of them.



2 Start somewhere. Start now.



It can be easy to hem and haw about the details. Better to eat the cheese before it moves. Start small, start imperfect, and just progress month over month! Do what your budget, current talent, and strategy best offer right now. Don't panic if you don't have a perfect schedule or are not a beacon of consistency in the first few months. Have a goal and get closer to it with momentum.

3 No surprise here, outsource!

If your staff are already working overtime or you run a one-man band, or even just feel like you are better suited to work in other areas -- then hire someone else to lift this particular set of weights. Not to blow our own horn, but we have a range of services from talented marketers around the world.

