

Foundational Marketing Strategies For All Businesses

By Bill Williams

It's my pleasure to pass on to you, information in a series of lessons about *"Foundational Marketing Strategies for All Businesses"*. Let me tell you a bit about myself so you can get a feel for who I am and why you want to listen to what I've got to say.

I've done marketing strategies for an incredibly diverse list of businesses, products and services including a real estate magazine, industrial equipment, books, TV listing magazines, alternative livestock directories, newspapers, radio ads, TV ads, founded trade shows, professional services. The list numbers in the hundreds.

The purpose of this series is to transfer my experience to you. I've learned and developed some concepts and techniques that are transferable from one business to another to successfully market just about any product, service or company.

When effective marketing is discussed, we have to also talk about goals. What you want to accomplish should be the first step in marketing. Many businesses ultimately fail because their marketing objectives aren't clear or varied enough. If your only objective is a certain level of sales volume and income, you're building your business on shifting sand rather than a solid foundation.

High sales volume goals are easy if that's all you want to do. It starts to get difficult when you begin interlocking that objective with other objectives, such as a certain amount of profit and retained earnings, a certain level of quality in products or services, positive and lasting customer or client relationships, etc.

I know a man who built a \$200 million dollar company from scratch in thirty-six months. He once made the statement, "Making a million dollars was the easiest thing I ever did. Believing it could happen to me was the hard part that took thirty-seven years."

Well, there are two lessons in that statement, one more obvious than the other.

The obvious point is that making a lot of money is more dependent on your beliefs than on any other factor.

But there's also a hidden lesson.

This fellow did build a 200 million dollar empire in just three years and he did personally pass the millionaire mark several times over in that same time period, but he also lost it all and more, even quicker. He's still working his way through leftover, lingering legal and marital problems.

Why?

His only clear objectives were to achieve high financial benchmarks and build a large international sales organization. He had no other interlinking objectives to build his base on.

Those objectives alone are achievable, especially if you do not connect them with other governing objectives like sustaining lasting relationships with satisfied customers, preventing lawsuits and legal problems, achieving certain retained earning levels, and so on.

Carefully construct an interlocking structure of goals, objectives and values to direct your marketing efforts. A strong base will hold up a strong company.

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