

## Linda Popky's Ten Seeds to Plant for Ongoing Marketing Success

1. **Take a Critical Look:** Review your existing marketing materials, website, collateral. Update anything that's out of date. Create new materials or web pages to highlight new offerings.
2. **Reward the Best:** Identify your best customers, then create a marketing promotion to reward them for their ongoing loyalty.
3. **Go for The New:** Plan a marketing program to attract new customers. Be clear on identifying your target audience, understanding their needs and problems.
4. **Back to the Old:** Get back in touch with old customers. Tell them what you're up to. Create a great reason for them to call you again.
5. **Second Helpings:** Introduce a new product or service that's targeted to existing customers. Make sure to articulate the extra value this new offering provides.
6. **Tell Your Friends:** Ask for referrals to others who can use your products and services. Follow-up with both the referrer and the referee.
7. **Write About It:** Publish an article, column or blog. Send reprints or the URL to customers and prospects.
8. **Speak Your Mind:** Find a place to speak/present before prospective customers, suppliers or partners. Promote this to your key audiences.
9. **Keep up with the Joneses:** Check out what other companies in your space are doing. See what's working, what's not. What should you implement?
10. **Remind 'em You're Here:** Create an e-newsletter, send an update email or a quick mailing. Don't sell—be informative and educational.

**Bonus#11: Be Helpful.** Volunteer, donate your time, get involved in a good cause.