

## Marketing in Turbulent Times

### Linda Popky's 10 Tips for Managing Expectations

Has the economic climate impacted your marketing organization? Are you being asked to do more with less? Here are 10 tips on how to stay ahead of the curve, and show the value you provide for your company.

1. **Understand the Environment:** Re-evaluate your assumptions about your marketing, your customers, and your competitors in light of today's new reality. Stay up-to-date on events that may require a quick change in course.
2. **Be Clear on Your Commitments:** Perhaps you can no longer deliver on commitments made in a better time. Let management know what's achievable and what's not. Re-negotiate, then recommit to the new goals.
3. **It's Not About You:** It's about Them—your customers. Re-evaluate all of your programs and initiatives to see which ones can positively impact your bottom line in today's environment.
4. **No Sacred Cows:** What projects do you deliver or reports do you produce because "it's always been done that way?" There's no better time than now to re-evaluate whether these are still really needed. Let things go. You'll feel much better.
5. **You Can't Always Get What You Want:** But, as the song goes, if you try, you might just get what you need. Differentiate between what's critical vs. what would be nice but the organization can live without.
6. **Use the Back Burner:** Identify those projects that need to be kept going, but can be dialed down or put into maintenance mode for now.
7. **Know the Trade-Offs:** Continue funding those projects where investments are critical. Understand and communicate the implications of halting or postponing others
8. **Keep No Secrets.** Communicate early and often. Let your team, suppliers, key audiences, and stakeholders know what's happening as soon as you can.
9. **Execute Well:** If it's worth doing, it's worth doing well. Stay focused on delivering results in a consistent, professional manner.
10. **Toot Your Own Horn:** Reinforce the value you provide. Tell your story, tell it often, and tell it well. Your team will thank you for it.