A step-by-step guide for revamping your marketing

The beginning of the year is a stark stopping point, one which propels us to think. As the old year transitions into the new, we are reminded to take an honest look at what we've done, what we didn't have time to do and what the results were. For many, this is the time to infuse new life into one's marketing, particularly if a careful evaluation of the previous year indicates that marketing efforts proved ineffective. If you have discovered that your marketing efforts need to be revamped, pay attention. Below is a step-by-step plan for giving your marketing a makeover. Clear goals It is impossible to get directions if you don't know where you are going. Setting realistic goals is the first step to determining how to accomplish them. To be achievable, marketing goals should be clear, for example: Aquire 200 new Facebook followers Increase engagement by 20 percent on Facebook Receive 20 positive online reviews Complete 10 more transactions than the previous...

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