



8 Marketing Resolutions for 2020

It's not only the start of a new year, but the beginning of a new decade. So, it's the perfect time to re-examine your marketing efforts and resolve to shake it up — at least a little — and try some different marketing tactics.

According to a report from Mailchimp 31% of small business owners say marketing is their number-one challenge. Here are marketing resolutions for 2020 to help you find the solutions.

Resolution #1: Resolve to integrate your marketing.

Far too many small businesses segregate their marketing into siloes and don't cross-promote within their various channels. Instead connect your marketing methods (search engine marketing, mobile, email, content, voice, direct mail, public relations, advertising, social media, etc.) with one another—all leading back to your business and/or your website.

Resolution # 2: Resolve to broaden your definition of content marketing.

Content marketing today goes beyond words. It includes infographics, podcasts, video, etc. Essentially, if it involves media, it's content.

Effective content marketing puts your customer's needs first. As the Content Marketing Institute's B2B report shows, 90% of the most successful content marketers put their audience's information needs ahead of their own promotional messages.

Resolution #3: Resolve to increase your commitment to video marketing.

Search Engine Journal says, "With the popularity of YouTube, dynamic imagery, and AR, video content and visual storytelling will continue to rise in 2020.

According to HubSpot, 56% of 25-34-year-olds and 54% of 35-44-year-olds want to see more video content from brands they support



Resolution #4: Resolve to personalize your email marketing campaigns.

Today 91% of internet users send emails, which is one reason email is still the most effective marketing method. For every dollar they spend on email, businesses get \$32 back, according to the DMA.

Even more effective than just sending the same email to everyone on your list, is to send personalized emails. However, most businesses aren't personalizing their emails. Here's why you should, per Instapage:

When an email is not personalized, 52% of customers say they'll find somewhere else to go.

82% of marketers have reported an increase in open rates through email personalization.

75% of marketers believe personalization yields higher click-through rates.

74% of marketers say targeted messages and personalization of emails improves customer engagement rates. Personalized email marketing generates a median ROI of 122%.

Businesses using email personalization generate 17% more revenue through their campaigns than the average marketer.

Resolution #5: Resolve to always test.

Testing is key to marketing success. It's the best way to know if what you're doing is still working or if it can be improved upon. Mailchimp says you can even learn from unsuccessful campaigns. The idea is to explore and discover new ideas and then, "test, learn, iterate and repeat."

Resolution #6: Resolve to use technology.

According to The Performance of Small and Medium Sized Businesses in a Digital World from Deloitte: 85% of small businesses say using digital tools help their businesses

Small businesses that use digital tools are 3 times more likely to experience customer growth

Small businesses that use digital tools are 2 times as profitable.

90% of all small businesses believe digital tools have fostered innovation in their business



Resolution #7: Resolve to use micro-influencers.

HubSpot reports:

Micro-influencers are more effective than you likely think—82% of consumers responding to a survey, say they're "highly likely to follow a micro-influencer's recommendation".

Micro-influencers discuss potential products and services more than the average consumer—they have 22.2 times more weekly conversations.

Micro-influencers may have fewer followers than more high-profile influencers, but this generally "leads to higher engagement and greater trust."

If you sell B2B:

Resolution #8: Review how you connect to B2B buyers.

B2B buyers have changed—71% of B2B executives say they increasingly want B2C-like experiences. 65% rely on peer recommendations and 54% turn to review sites & social media. On social platforms buyers browse discussions and learn more about a topic, ask for suggestions & recommendations from other users, reach out to thought leaders & connect directly with potential vendors. B2B buyers want vendors to share relevant content that speaks directly to their needs.

Make sure to add using social media, keeping track of your competitors' activities, and staying on top of marketing innovations to your resolution list and you should be able to take 2020 by storm.

SOURCE: Rieva Lesonsky is CEO and President of GrowBiz Media