



What's Your Marketing Plan for 2019?

[Hope is not a Strategy]



If you're in business, you're in sales and if you don't have sales, you might as well close up shop. Every small business owner will tell you that their industry has a particular way they market their products and services, and prospect for new clients. But, if you're prospecting for gold on a deserted island, it's probably less effective than being in front of your ideal clients online and offline, solving their problems, and offering value.



Here's an article about all of the different kinds of online marketing plans for small business. It outlines what you might look at for your business. Social media marketing, Search Engine marketing, Content marketing, Influencer marketing, Email marketing, Local SEO and Mobile Marketing.

Don't get sucked into thinking you need all this marketing. Every business is different.

To cut the learning curve, think about a customized online and offline marketing plan that's based on your company's vision, your situation, your industry and where you are and where you want to go.

Every day I hear stories of small business owners who get talked into marketing strategies and ad spends that waste valuable resources, time, and stab the human spirit. We forget that we evolve just like our businesses.

Build Your Business in 2019 with a Solid Marketing Plan

A solid marketing plan is one of the most cost-effective ways to build your business and gain visibility. It's usually eye-opening and transformative, if you implement recommended strategies and follow a detailed action plan that's been based on research, trends, and competitive analysis to differentiate your brand and rev up your bottom line.

That's one of our sweet spots. We create comprehensive marketing plans for clients who want a DIY strategy or DIY, with personalized marketing help with a team of experts who want to see you succeed.

If you're looking to grow your business in a big way now, or in 2019, [email me here](#). Let's schedule a phone or zoom call.

You can't throw random darts to hit your target (and make money).



About PR and Brand Expert Robin Samora

Small business marketing and PR expert Robin Samora teaches small business owners how their brands can command attention in a noisy, crowded marketplace. Through her speaking, consulting and coaching, she helps clients find their ideal prospects, form valuable relationships and turn followers into loyal customers and raving fans.



Robin's mission is to help clients increase branding and visibility online and offline by cutting through the clutter so they can get noticed and sell more products and services. She uses social media, email marketing, speaking and free publicity strategies to enhance credibility, reputation and leadership position – even without a PR budget. Robin also shares marketing tools, tricks and articles on her weekly tip sheet, ["Robin's Rainmakers."](#)

Contact Robin at (617) 921-3448 or email her at Robin@RobinSamora.com to find out about how she can help you grow your business and brand.

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