

MARKETING IS NOT A SPRINT. IT'S A MARATHON. STAY THE COURSE!

Submitted by Nancy Myrland, Myrland Marketing

This was the Myrland Marketing Moment I sent out over Twitter this morning. It's not a new concept, just one that needs to be repeated frequently because we tend to tire of our marketing efforts from time to time.

Here are a few nuggets of advice to help you put your marketing efforts in perspective. There are many more, but I'll offer a few today.

- 1) Just when you think your potential/clients are getting tired of hearing your message, they are barely beginning to notice it. Remember, you are the one who consumes it all day every day, not them. Your message is but one of thousands they are confronted with every day.
- 2) Don't expect every marketing tactic or effort to produce quick results. How many times have you either said or heard, "I tried that, but it didn't work?" Refer to point #1 about your message, but also remember that other factors come in to play. What was your goal for this particular marketing action? Has it been created or produced to be engaging, inviting, interactive, informative or educational? Did you distribute it at the right time, in the right medium(s)? Did you test it on a few people who fit in to your target markets?
- 3) Marketing is as important as every other component of running your business. In fact, it's more important than many! Do you rent office space for a month, then give it up? Do you run your computers for two weeks every quarter, then turn them off the rest of the time? Do you deliver what your clients/customers need one day a month, then make them wait the rest of the month? No? Then you shouldn't pay attention to marketing that infrequently either. You can't expect business to be profitable and fulfilling if you don't pay attention to marketing with the same urgency as every other component of your business.

Again, there is much more that goes in to the process of creating a lasting, marathon-worthy marketing plan of action, but having this mindset in place will contribute to its success.

Remember, marketing is not a sprint. It's a marathon. Stay the course!

Nancy Myrland, President, Myrland Marketing, is a Professional Marketing Advisor with more than 20 years experience in partnering with clients to build their business by strengthening their relationships with their clients so they become more profitable. She is innovative, passionate, loyal, strategic, wise, and has a depth of knowledge to share with clients that comes from

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To find out more about Myrland Marketing, or to read Nancy's blog, please visit <http://myrlandmarketing.com/about-us>, or email Nancy @ nancy@myrlandmarketing.com.