



2019 MARKETING TRENDS

ACTIONABLE ITEMS

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TREND

THINK ABOUT...

THEN, JOT DOWN:

Creativity will lead to differentiation	What is your competition currently doing? Do you see any trends?	
	Jot down your current marketing tactics. Circle all of the ones that are similar to your competition.	
	Sometimes we overlook some tactics of the past as they may seem outdated and irrelevant. But applied in a cool and modern way could potentially be very effective. Circle any tactics you might want to explore!	<p>handwritten letter</p> <p>typed letter</p> <p>postcard</p> <p>phone call</p> <p>promotional materials</p> <p>conference attendance</p> <p>tradeshows</p>
	How can you modernize some of the old-fashioned tactics? Brainstorm!	
Relationships matter.	What is your current sales process? Jot it down.	
	How many repeat customers or clients do you have?	
	If you don't have any repeat customers, is there anything you could do to re-engage with them?	
Authenticity will become more important than automation.	Jot down all of the automated steps that you have in your process (could be sales or marketing funnels, service, etc).	
	Now jot down any place you or your staff have direct communication with your clients.	
	Is there an opportunity to introduce more direct communication touch points into your process?	



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<p>Content Marketing is just becoming marketing.</p>	<p>What do your customers expect from YOUR brand/ service/ product? If you don't know, consider sending a survey to find out.</p>	
	<p>Reflecting from the marketing tactics you've listed on page 1, where can you introduce more 2-way dialogue with your followers?</p>	
<p>Distribution will lead to your success.</p>	<p>How do your customers want to receive information? If you don't currently know, ask them!</p>	
	<p>How do your customers communicate? How do they like to interact with other companies?</p>	
	<p>Where are all of the places you are currently sharing your brand story or message? If you are strapped for time, OWN 1-2 channels & see the next step.</p>	
	<p>Do you have <u>IFTTT</u> set up? We're cool with this level of automation to help you spread your message without spreading yourself too thin!</p>	
<p>Strategy will become increasingly more essential.</p>	<p>What are your goals and how do you measure those?</p>	
	<p>How do you know when something needs to take priority over another task?</p>	
	<p>What is important to you (as a company)? What do you value? Do any of these things have an influence on your prioritization?</p>	