



FREIWASSER

Marketing

MARKETING ON ONE PAGE

Create a vision Sell the most useful product on earth, make a living as a freelance trumpeter, save mankind from self destruction. Everybody has a different dream.

Define goals Increase market share, revenue, earnings, customer dialogue, awareness, friendliness. Just make sure you know where you're going.

Think of a strategy Choose your products, potential clients, price, distribution and communication channels. Or did you intend to waste all of your money?

Draw up a plan People get easily distracted. That is when they are likely to make weird decisions. Unless someone reminds them of what is essential, again and again.

Implement Just do it. But not because your agency recently acquired a social media specialist. Or your PR company has always wanted to publish an article in a specific magazine. Doing things for their own sake - that is the worst enemy of your dream.

Control Mistakes are human. They are important. Because we learn from them and discover new possibilities. But don't forget about the big picture. So your dream can come true.

Keep smiling No one says it will be easy. But why go through all of the trouble, if you can't have fun?