

# Keeping Marketing Top of YOUR Mind:

## *How to Maintain a Marketing Mindset Throughout Your Company*

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### **1. Share your plan with your entire team.**

Share your goals, plans, campaigns, successes, and failures with your team. Show them your ads, brochures, and website updates. It takes everyone to make your marketing work, so shouldn't everyone know what's happening? People will help you get to your destination if they know where you're headed.

### **2. Demonstrate that marketing is a top priority for you and the company.**

Demonstrate that it's always on your mind and that you take the time and effort to ensure that it is done well and consistently. Show that you are not afraid to spend money where it is necessary to make the right impressions and create the right perceptions.

**3. Train every employee** on the basics of marketing, their marketing role, and the impact they really have on the company's ability to shine and thrive. (First you'll have to take the time to outline and document everyone's individual marketing role.)

**4. Make employees excited about marketing.** Show them the positive effects of it. When customers compliment you or buy from you, it's validation that what they do is important and of need and service to others. Help employees see the big picture and make it personal for them! Develop company rituals to get people excited and motivated, and certainly celebrate successes no matter how small.

**5. Establish incentive, reward, and review programs** to keep employees mindful that marketing is a priority, well worth their attention, and part of their day-to-day duties.

**6. Establish a marketing champion** to coordinate and oversee your marketing initiatives. You need a point person to make sure marketing gets

done and that everything works together.

**7. Establish a marketing committee** comprised of individuals of all levels and departments. Make it a company-wide effort.

**8. Stir the pot!** Post signs around the workplace. Make it routine to ask, "What is the marketing opportunity here? What does that mean for the customer? How will this be perceived by the customer?"

**9. Make it common and routine to share success stories and "marketing moments" among staff.** Dedicate space on bulletin boards and time in company meetings to talk about small and large "marketing moments." Help your staff understand marketing opportunities and marketing possibilities. Keep talking about marketing and the impact it has on the individuals and companies you serve.

**10. Hold team members accountable** to your established marketing standards and systems.

**11. Always ask, "Are these words, or this action, or this decision consistent** with our desired image and identity?"

**12. Remind yourself and everyone in your company that all things large and small,** important and seemingly unimportant (every communication, interaction, exchange, piece of paper, etc.), work together to build and maintain marketing effectiveness and momentum.

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*Lauron Sonnier helps businesses and entrepreneurs learn how to stand out, stir the pot!, and put marketing into action. Visit Lauron online at [www.sonniermarketing.com](http://www.sonniermarketing.com) for helpful articles and to learn about her speaking, training, and coaching programs. You may also reach her at 713-341-9341 or [lauron@sonniermarketing.com](mailto:lauron@sonniermarketing.com).*