

STRATEGIZE

NOTICE WHAT'S WORKING

During the course, if you developed a Strategic Marketing Plan, assess major adjustments in your process, and begin delegating and scheduling implementation.

If you didn't develop a Strategic Marketing Plan during the course, identify the action items you're wanting to incorporate. Assess any adjustments to your current process, and schedule implementation.

Either way, hold a separate hourly meeting to check status, collaborate and troubleshoot throughout the process.

REMINDERS

Until practices become a habit, do yourself a favor and set up mechanisms to nudge you in the right direction. These can be calendar reminders, management system notifications, marketing calendar, budget calendar, etc. Use whatever tools you need to stay on track.

CHECKLISTS

Several checklists are included in the exercises while others can be found in the Resource Library. Especially when incorporating or changing a process, use a simple checklist until you no longer need to reference it. Feel free to also create your own checklists as well.

TRACKING

Assign tracking mechanisms to your marketing initiatives to monitor performance. Examples of these are Google Analytics (website), email reports, management system and time reports, Hootsuite/Spout or other social reporting, unique URL's, submission forms, etc.

MANAGE EXPECTATIONS

NOTICE WHAT'S WORKING

Some areas will be easier or faster to develop than others. Keep track of the positive changes you notice. Setup tracking mechanisms to monitor lift and report performance on a monthly or quarterly basis. See if you can gain more traction through data insights.

NOTICE WHAT'S NOT WORKING

In areas that are more dynamic, try to be patient. It's easy to start tweaking things before they have a chance to develop. Especially when adding or changing marketing components, allow 2-3 months then make data-driven decisions.

ADAPTIVE LEARNING

Only with data can you actually peer into how your individual initiatives and overall marketing is performing. Remind yourself and others that you can only do your best with the data, tools and knowledge you have at the time – and that will ebb and flow throughout the year.

Incorporating Social & Emotional Intelligence Marketing into Your Workplace