

Why did the accountant cross the road?

Because it's what they did last year!

Excuse the early Christmas cracker joke but it often comes to mind when we talk to business owners about their digital marketing activity.

Activity that may have been appropriate once continues because "that's what we do!".

We call this the "ready-fire-aim" approach; defining your strategy based upon existing tactics rather than establishing what the best way to move forward is then acting on that.

Remember, strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat.

Read our blog post from earlier in the year about [what stops businesses from becoming more digitally mature](#) to hear more about creating effective planning.

Move from "ready-fire-aim" to "ready, willing and able"

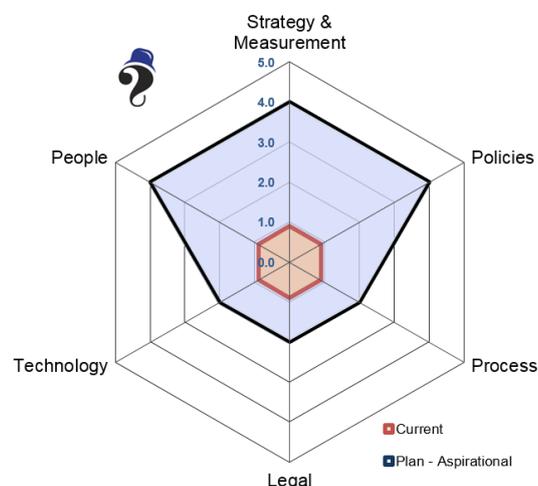
There are three main questions that you need to confirm so that you can move forward:

1. Why to do? – What exactly do you aim to gain from your marketing efforts?
2. What to do? – Knowledge, i.e. what are the steps needed in order to be effective in your activity?
3. How to do? - Do you have the necessary skills to complete the activities and if not where do you get them from?

We recommend setting SMART objectives for your activity, i.e. Specific, Measurable, Agreed, Realistic and Time bound. For example, growing website visit conversions by 10% in the next three months.

The best place to start from is where you are now but don't just look at what you do now look at what would really benefit your business!

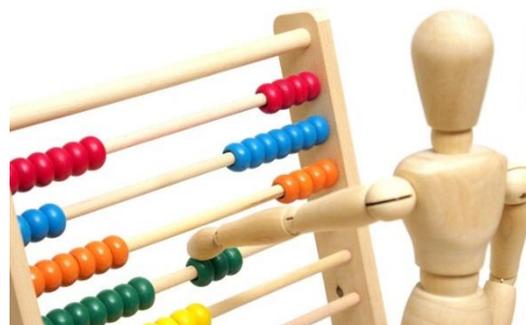
Get pulling in the same direction



After setting targets many businesses then struggle to combine the resources available to them effectively - choosing by default to settle for adopting a "what we have" rather than a "what we need" approach.

There are various components you must consider to develop your digital maturity - do you look at the right information not just data? Do you have the right processes and technology in place? Are you compliant with the law?

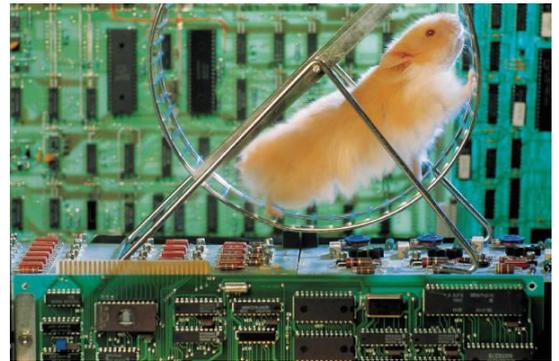
We recommend using an experiential learning approach - doing, reviewing and refining to ensure you develop what you need rather than just turn the wheel.



Resolutions and prediction season

As we enter the festive season there are two certainties:

- Offline press and social media sites such as Twitter and LinkedIn will be overrun with articles headlined as “2015 as the year of *insert must have technology*” or “10 new platforms you should use in 2015”.
- If your digital marketing is not producing the business results you need to do something different. As Albert Einstein highlighted “the definition of madness is doing the same thing and expecting a different result”.



Now is a good time to consider which areas could be improved upon in your marketing strategy and more importantly what changes you will implement in the coming year in order to improve things. Don't fall into the age old trap of repeating the same mistakes over and over again!

So what next?

Making all of these changes can be challenging without focus and a phrase we often hear with regard to digital is “I did not know that I did not know that!”.

This is where we can help – we specialise in supporting businesses in understanding and then implementing effective digital marketing strategies to support companies overall business goals.

If you need help with any aspect of digital marketing for your business you can call us on **(0115) 837 2663** or email us at **help@6sm.co.uk**, we're just around the corner.