Happy 2019 everyone, and may this year prove to be your BEST YET!

I wanted to start the year with a blog that could help you consider how to set yourself up for success this year, and give you some tips that have worked for me and have enabled me to set a clear course to achieve my most important goals.

Many of these tips I have learned from great mentors and role models, who are the people I most admire and aspire to emulate. So I hope they work for you too. 

So let’s get into it. To be specific, I am going to focus on: “How to run a successful marketing campaign”.

I chose this as an example because, as CEO of a marketing agency, I have worked with hundreds, if not thousands, of businesses over the past decade or so on developing a successful marketing strategy in an effort to help them get more clients, grow their business and become highly profitable.

Some business owners or executives have gone on to sell their businesses for a great profit, others have evolved their companies into major, publicly-listed organisations that are worth hundreds of millions of dollars. Some names that might be familiar to you include, GoGet CarShare, leading Australian ISP Telco TPG, and meal-kit giant, HelloFresh… all of these businesses came to GDR in their infancy and we worked with them to pilot their marketing campaigns and strategies, identify target areas through demographic analysis, and pinpoint local markets that provided a higher return on investment.

Today, these three companies are valued in the tens, if not hundreds of millions of dollars. GDR is proud to have been there at the start with them, when they were too small to be able to afford a fully-fledged, internal marketing team but needed expertise and know-how to help maximise their marketing spend.

“always start with the end in focus”

So, WHAT did we do, and what DO WE DO at GDR with these and many other brands to...
help them succeed? Ultimately, it all comes back to the beginning. At any time in the life cycle of a business, you have to evaluate the following five criteria:

1. What business am I in?
2. What solution or problem am I trying to solve?
3. Who is my ideal client?
4. How much revenue do I need to survive?
5. How much revenue do I want? Or, How big do I really want to become?

From these answers you begin to piece together the picture and the path to achieve your ultimate goal.

You have to always start with the end in clear focus otherwise you will never get there.

I recommend you do this with your team or your board or even engage an agency, such as GDR because it is really important to get a variety of perspectives on these issues so that you can gauge whether you are all on the same page. Some questions only the business owner can answer, but other questions you definitely need buy-in from your board or team so that they can feel part of the journey as they are critical to ensuring the vision is executed effectively. It is also important to get different viewpoints so you can challenge your own as the contrast or contradictions will help you get really clear as to your true purpose and ambition.

“...businesses stumble, stall and fail to drive and thrive…”

Great! So now that you have done this, and answered these questions, you are hopefully very clear as to what it is you REALLLY want. This step is one of the most difficult because sometimes there are conflicting interests and perspectives and sometimes it is just really hard to be truly open and honest with yourself or your team and this is where businesses stumble, stall and fail to drive and thrive... which is why having an independent arbiter asking the questions and providing you with conclusions and feedback as a result of your own answers, is sometimes the best solution.

In the end without a true connection with WHY you are in business and WHAT you really want, you will never get there...and even if you are successful, you might not be fulfilled because you haven’t achieved your ultimate purpose for being in business.

OK, let’s get back to the facts...

So you have your goals, you are clear on your purpose and your target market and you know exactly WHY you want this success. So now what do you do?

“The biggest clue is CONSISTENCY”

Well, you know how I mentioned at the start, “Success leaves Clues”? Well everything I have mentioned so far are simple steps that every successful billionaire, including Bill Gates, George Soros, Richard Branson, Steve Jobs and Mark Zuckerberg follow, as do entertainment giants such as Taylor Swift, Beyonce, Justin Bieber, Bradley Cooper, Meryl Streep and the like. It is just executed slightly differently because of the various industries that they are in, but in truth, the process they follow in their head and their heart, is identical.

But what is it that makes a Richard Branson, Steve Jobs and Jack Dorsey, geniuses and extraordinarily successful business people, while others fail and remain anonymous? It is the same thing that anyone of us can apply and execute and also be successful.

Ultimately, what successful people, companies, businesses, etc., know, that most people don’t, or don’t want to follow religiously to ensure success – is CONSISTENCY!

Yep CONSISTENCY. Consistently, repetitively, determinedly following a plan, a process, a strategy, until it builds enough data, analytics, momentum, credibility, traction, brand power that it becomes an “overnight success”. There is no such thing and no one is ever an “overnight success”. The truth is they just had not been discovered yet, and to be discovered, took a great deal of passion, persistence, consistency, repetition and determination.

As the old adage states: “Rome wasn’t built in a day”, nor was Beyoncé or Apple or Facebook, etc.!

Consistency is not given enough weight and due consideration. (leave the rest of the words as is) and consideration but no matter what interpretation of the word you apply, “consistency” has significant value and importance. The consistency of honey is as important to its taste and flavour, as the consistency of the premium oil that is poured into the engine of a Bugatti Chiron that helps make it one of the fastest cars in the world.
Business is no different! What GoGet, CarShare, HelloFresh and TPG did that was brilliant and elevated them to a class of business that only 1% of businesses ever achieve, was they held true to their course, maintained an even keel, in spite of the winds of doubt, suspicion, fear and fierce competition that tried to sway them off course. They held true to their belief in their vision and implemented a repetitive, process-driven, procedural plan and executed it consistently, until they reached a tipping point in their business that swept them to heights of growth and success.

But I was determined. I looked at other businesses and bigger companies and I thought: "What do they know that I don’t?" "What have they got that we don’t?" "Why are they able to overcome issues without the same disruption to their business as us?"

Well what I didn’t know is that many of these businesses were undergoing the same struggles and frustrations we were, but obviously you don’t know that because no one openly airs their dirty laundry. But then there were many others that were NOT going through the same trials and I wanted to be like them. So I asked questions, undertook courses, did business seminars, listened to the best of the best, read books and slowly I identified a similar story that they were all telling.

What I discovered was that they never gave up. They learnt to stop, think about their problems, tweak their strategy but rarely if ever did they start from scratch. They just kept refining what they were doing until they found their sweet spot and built momentum. Marketing is no different and in fact it is absolutely critical to the success of any business and what the likes of GoGet, TPG and others did.

As a marketer and someone whose objective is to guide my clients on a path of ultimate success and riches, and as I reiterate to every single one of them and you, the vital importance of the "Plan" and how invaluable and irreplaceable, consistently applying the plan is to ULTIMATE success.

So many clients, too many for my liking, give up and are not prepared to stay the course. They are too quick to jump, too eager to change, not happy unless the result is instant and so they end up changing strategies, marketing companies, media channels, etc. and they falter and fall behind competitors who are solid and consistent.

- Every time they change, they lose momentum.
- Every time they swap they are starting from zero again.
- Every time they flip, they get dizzy.
- They lose sight of what they have and what they should do.

My advice always is to stand strong, keep your eyes on the prize, tweak your plan when and as required, just like a sailor tacks against and towards the wind to maintain the momentum of his yacht.

I’ll give you another analogy I like to use in these instances: When you go to the gym do you expect to develop a six-pack in one session, two sessions, three? No, you understand that it requires a commitment over time and the results don’t show immediately, but you believe that each session you are building muscle and so you continue even though you can’t see it immediately.

The same is true for implementing a marketing strategy and executing a plan. It takes time to build momentum (muscle), it requires adjusting content, images, videos (increasing weights and repetitions). It is dependent upon your commitment to consistent and repetitive application (training every single week) – only then will that six-pack begin to show, and only after a concerted effort will your marketing strategy start showing dividends and returning on your investment.

Some clients begin a marketing campaign with a social media strategy but expect results to be instant, others undertake a targeted letterbox distribution campaign and when the anticipated calls or customers don’t flood in store or online, they give up. They try a couple of things and then give up. I have seen businesses falter and fail, I have seen them strive and thrive...I have identified the clues that lead to success and it is really not complicated but it is extremely HARD.
Why? Because you have to believe! You have to trust! You have to be willing to have faith in yourself, first and foremost, and secondly in the company, team, person that you are working with that they have your best interests at heart.

That doesn’t mean you will get it right every time, but you will get better and quicker at making the right decisions until eventually it becomes almost instantaneous. How do you think Rupert Murdoch, Richard Branson and Mark Zuckerberg got clever about the decisions they make? By making a helluva lot of decisions that were wrong!

So my advice is: don’t ignore the clues that great business people leave behind, the trail is thick with experience and tips. Rather use their mistakes as well as their successes to move your business to greater heights quicker.

OK, so I hope that has been helpful in some small way. That’s it for another month. Catch you at the tail end of February, but in the meantime if you have any questions or comments just drop me a line at daizy@daizygedeon.com.

Remember to always KEEP IT REAL!

From my heart to yours, 

Daizy