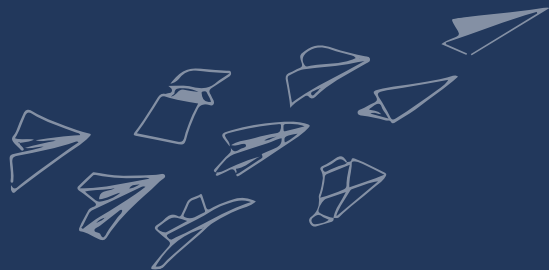


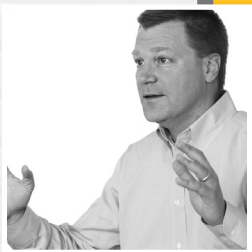
15



MARKETING THOUGHTS FOR BUSINESS LEADERS

In celebration of 15 years in business





There is nothing quite like an anniversary to make you reflect.

After 15 years in business, I'm grateful for the longstanding friendships and client relationships we have forged.

I'm also amazed by the pace of change in our world. When I founded this company, business leaders had less to consider in the marketing realm. Today, there are far more options, not to mention clutter to cut through.

So we have taken a moment to frame the marketing world we're likely to see in the next few years. All of us at TRG hope you find value in what follows. Dive in; it's an easy read. And know that more detailed blogs on each subject can be found at www.TRG-Marketing.com/15-Thoughts.

Chad

Chad Ritterbusch
Founder / Owner
TRG Marketing

15 THOUGHTS

1. Welcome to a New Age
2. Information is Power
3. Where Went the Trust?
4. Marketing Does More
5. Ready-Fire-Aim!
6. How Research Helps
7. Focus = Success
8. Don't Forget Customers
9. Two Heads Are Better Than One
10. What Should Marketing Cost?
11. Saying the Right Things to the Right People
12. Apparently, the Internet is a Thing
13. Sales 'n Marketing
14. Listen to Your Gut
15. Looking Ahead



WELCOME TO A NEW AGE

*Empowered buyers demand
a new level of customer service.*

Companies like Amazon and Uber have transformed consumer expectations, thus requiring all businesses—even those that sell to other businesses—to raise their games for everything from websites to customer service.





INFORMATION IS POWER

Buyers have an advantage.

That's because they have more information.

The internet has changed the game—so much
so that many purchase decisions are now made
BEFORE a buyer even contacts a seller.



2

WHERE WENT THE TRUST?

Today, people trust less, or at least differently.

People tend to be more leery of businesses and other institutions. This puts a premium on referrals from friends and even online reviews. For organizations large and small, digital presentation is critical.





MARKETING DOES MORE

*In a fast-paced world,
we can't be one-dimensional.*

Marketing used to create awareness,
interest and consideration before sales
took over. Now websites and other tactics
have to help sell, even in B2B situations.



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READY-FIRE-AIM!

Planning is essential.

“Ready-Fire-Aim” rarely works. But a tried-and-true process usually does. Analyze inside and out. Plan ahead. Track the results that matter.





HOW RESEARCH HELPS

The winning companies of today and tomorrow will be those who know their customers best.

Fortunately, it's easier to gain deep thoughts to guide decisions. Primary and secondary research is more attainable than ever.



FOCUS = SUCCESS

*For growing organizations,
focus is key.*

Segmenting a customer base can yield perspective that can dramatically improve the ability to target. And today's data science techniques can provide deep insights.





DON'T FORGET CUSTOMERS

*One target that's easy to miss?
Current customers.*

It's easy to spend too much effort on prospects while ignoring customers that offer added sales potential or can provide your best referrals.

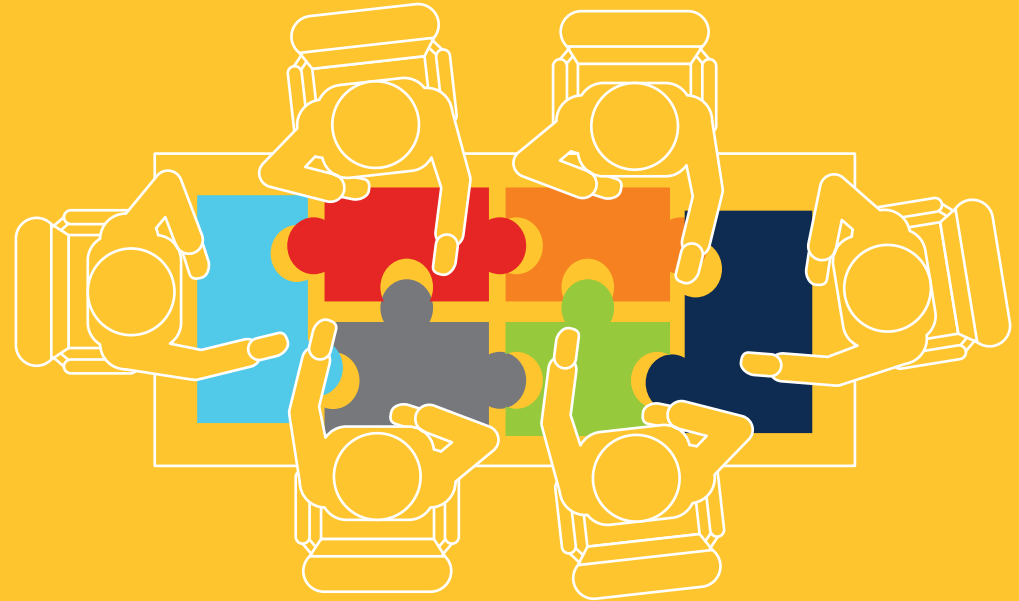


TWO HEADS ARE BETTER THAN ONE

Shaping the marketing function is critical for business leaders.

It's tough to find one person who can handle strategy and multiple tactics so a team approach is usually best.

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WHAT SHOULD MARKETING COST?

Budgeting effectively is critical.



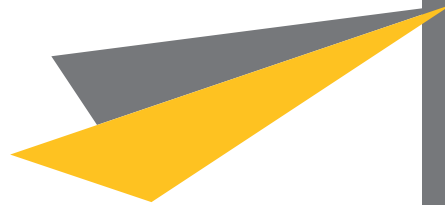
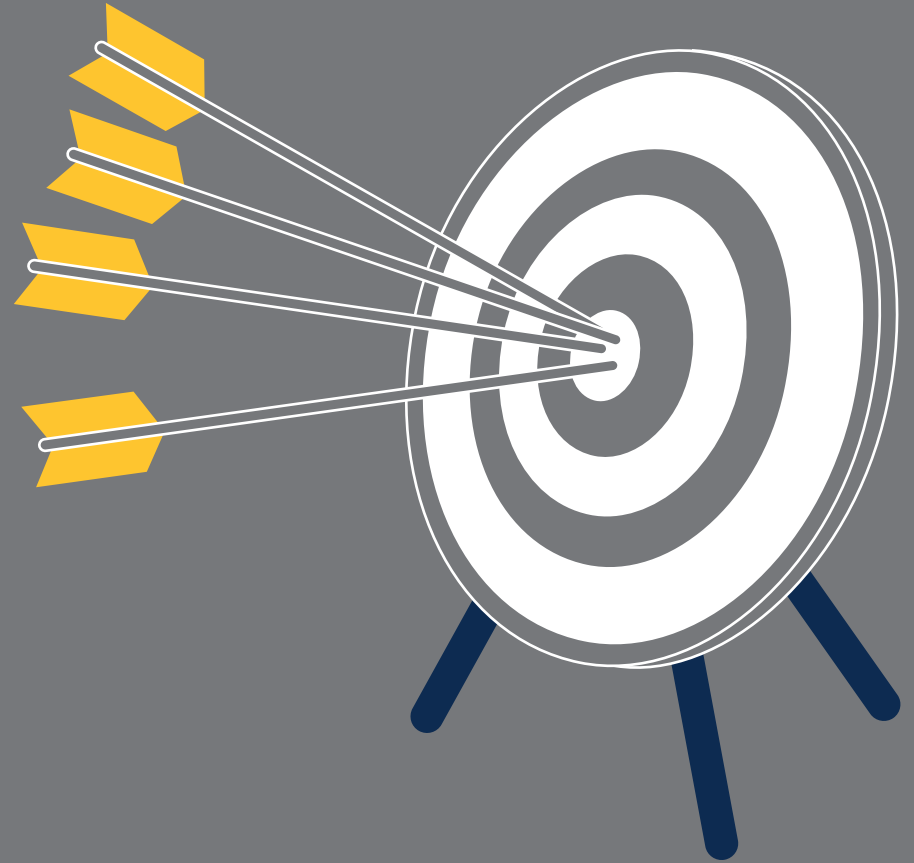
With rapid change in recent years, it's easy for a budget approach to become outdated, leading to wasted money and opportunity. Budget audits can help.

10

SAYING THE RIGHT THINGS TO THE RIGHT PEOPLE

Brand audits are useful, too.

Is your brand on target? Are you saying the right things to the right people? Do you seem like everyone else?





APPARENTLY, THE INTERNET IS A THING

*Every business must assess
its online footprint.*

From website and social media to digital
advertising and online reviews, growing
organizations must carefully consider
how they present themselves.



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SALES 'N MARKETING

Two functions, no longer in silos.

Marketing still brings the customer to the product;
sales still brings the product to the customer.

What's changed is how quickly all of this unfolds.
Sales and marketing must be aligned.

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LISTEN TO YOUR GUT

Is your current approach to marketing letting you down?

Trust your instincts. Common sense can't be forgotten, even as numbers are assessed and new ideas are tested.

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LOOKING AHEAD

*It's a dynamic time, but a fun one
for organizations of all types.*

Small entities can challenge giants.

Sales can be made faster than ever.

And we look forward to the next 15 years.

15



A Final Word

Business leaders play a vital role in today's world. They—*you!*—make important practical contributions, from creating useful products and employing people to paying taxes and unleashing human potential. We have been blessed to serve so many who do great things in and for their communities.

From all of us at TRG:

Thank you.



WE THINK RESULTS



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