

CELEBRATING

25



YEARS OF BUSINESS

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CALENDAR 2019

/01
JAN
2019

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SUN	MON	TUES	WEDS	THURS	FRI	SAT
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13	14	15	16	17	18	19
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Set SMART Marketing Goals

Your marketing plan will set out where you are now, where you want to be and by when. Write your goals down somewhere you can see them every day. To fulfil your marketing plan, you need to stay focused on achieving your goals.

For tips and tools on goal setting visit
www.primarytimes.co.uk/marketingtips

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FEB
2019

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SUN	MON	TUES	WEDS	THURS	FRI	SAT
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Listen To Your Customers

Marketing is all about the customer. Listen to your customers regularly and act on their feedback - this goes beyond issuing annual customer surveys. Gaining actionable insight to improve your marketing results involves regular conversations with customers.

For tips and tools on how to gain customer insight visit
www.primarytimes.co.uk/marketingtips

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MAR
2019



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Be True To Your Brand

If your brand is about delivering exceptional experiences for families, make sure this is what you're doing – every time and with every customer. It needs to be at the core of every customer communication and touchpoint. Your staff need to understand and deliver this brand promise too.

For tips on delivering your brand visit
www.primarytimes.co.uk/marketingtips

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APR
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Keep It Fresh – Keep Innovating

Nothing stays the same – customer's requirements change, competitors and markets change. Make sure you keep up with what your customers want and offer new experiences to keep your customers coming back – time and again.

For tips on innovation and new product/service development visit
www.primarytimes.co.uk/marketingtips

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Test, Test & Test Again!

Whether it's an email campaign or a new product/service, test the proposition and messaging before launch. Testing will avoid any costly mistakes further down the line and ensure you get the best results.

For tips on how to test creative and propositions visit
www.primarytimes.co.uk/marketingtips

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Measure The Important Things

There is so much data available to marketers. However data for data's sake won't move your marketing forward. Measure data that is directly related to your overall goals and be prepared to make changes if you aren't getting the results you need.

For tips on marketing KPIs and measurement visit
www.primarytimes.co.uk/marketingtips

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Fish Where The Fish Are!

Do you know where your customers go for their information? You need to have a solid understanding of your customers, what their drivers are and where they seek information. Only then can you give them the information they want, in the right format and the right place.

For tips on targeting and segmentation visit
www.primarytimes.co.uk/marketingtips

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Be Creative

Stand out from your competitors with fresh and exciting creative. You need to cut through the noise and investing in strong creative will help you achieve this. Brilliant creative is usually the difference between a 'meh' campaign and a 'wow' campaign.

For tips on writing winning creative briefs visit
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Use Awesome Marketing Tools

There are some fantastic (and many are free) tools that will help you to ace your marketing – Mailchimp for email campaigns, Grammarly to ensure your communications are error-free and Hootsuite to manage social media activity.

These are just a few, for more on the best marketing tools visit
www.primarytimes.co.uk/marketingtips

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Review Your Marketing Strategy

Many marketers write a marketing plan, but it languishes on a server until the next planning cycle. Your marketing plan is a living document. You need to keep reviewing the strategy you have chosen to ensure it still works for you.

For tips on setting and measuring marketing strategy visit
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Get The Most From Your Budget

Talk to providers, are you getting the right deal for what you want to achieve? When it comes to advertising, our team will give you the best advice based on your objectives, and you should ask this of every marketing supplier.

For tips on budget management visit
www.primarytimes.co.uk/marketingtips

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Do a few things brilliantly rather than trying to do everything

There are so many tools available to the modern marketeer, but time, skills and budget are limiting factors. So, focus on the things you can do brilliantly, and that will work. Only choose marketing tactics that will help you achieve the goals you've set.

For more on choosing the right marketing mix visit
www.primarytimes.co.uk/marketingtips

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