

# **2020** **MARKETING** **GUIDE**

**JANUARY**

# JANUARY CALANDER

National Blood Donor Month

Astrological sign: Capricorn

Birthstone: Garnet

1



New Year's Day

5



Golden Globe Awards

16



Get to Know Your Customers Day

20



Martin Luther King Jr. Birthday

25



Chinese New Year

31



Employee W-2 Deadline





# 2019 RECAP

With the start of the new year, it is important to look back and see what worked and what didn't. We came up with a list of 2019 marketing trends to stick with and what to ditch.

## STICK WITH IT

**Video Marketing:** Using video is probably the most important marketing trend of 2019 and it is not going to stop in 2020. The importance of incorporating video into your marketing strategy is a great way to stay relevant in 2020.

**AR & VR Tech:** The rise of new technology in 2019 like augmented reality and virtual reality has become very popular. With time this technology is only going to get better and it is important to become an early adaptor. In 2020 try to invest a little of your marketing budget in this new tech.

**Micro-Influencers:** Micro-influencer is a new term that has been gaining traction lately because of how expensive large influencers have become. Micro-influencers are social media influencers that have a medium to a small audience that is more specific to a certain niche. These types of influence are becoming more and more popular and will be a big marketing trend in 2020.

**Interactive Content:** What we learned in 2019 is that buyers today are looking for new experiences. In fact, a whopping 91% are seeking more visual and interactive content. This is a great way to help your brand stand out above others and keep your audience engaged longer. Interactive content is a trend that will stick around for years to come.

## DITCH IT

**Pop-Up Ads:** Not only are these annoying but they are not converting. These pesky pop-ups can slow down your site performance, and drive people off your site. Leave this marketing trend in 2019.

**Non-sense Content:** Too many times companies push out content because they heard that is what your suppose to do. But creating mass content for content's sake causes the brand to suffer. This can lead to content quality to suffer and exhausting your customers.

**Internet Celeb Influencers:** Influencer marketing has been a big trend for a while now, but these stars have been at the top for too long. Their prices and payment tables are becoming expensive and with social media changing it is hard to quantify influencer engagement.

**Basic Content:** Today consumers have become numb to the mundane. Lackluster content that is not personalized is easy to be ignored. Buyers have become skilled at spotting and ignoring stock imagery and lazy content. If you plan to stick to the same old basic level design and content for your marketing strategy your customers will start to notice. Kick the habit of static and stock content this year.

# GOAL SETTING FOR 2020

The new year is a great time to start setting your goals for 2020. It is time to kick your planning into full gear and check out our top tips for setting workplace goals!

**EVALUATING LAST YEAR:** The best way to improve to learn from the past. When you start to create your 2020 goals it is very important to go back and look at 2019. See what your goals were last year. Did you reach them? What worked? What failed? How can you do better? These questions can help with setting your new goals for 2020. Some tips and tricks you can during this step is asking your team what they liked from last year. You can ask what would they do differently. By getting your team involved you can ensure that when you set the new goals everyone feels apart of the process.

**SETTING THE RIGHT GOALS:** Now that you looked back to what happened last year its time to jump into setting your goals. You may have had an amazing 2019 so you are ready to step it up for 2020, while the enthusiasm is great it is important to remember to set the right goals. Success is important but biting off more than you can chew can lead to more harm than good. There are many models and strategies you can follow when setting your goals for 2020. When we set our goals we like to use the SMART model. SMART stands for specific, measurable, attainable, relevant, and time-bound. Specific goals are goals that are well-defined. You do not want to be vague and general, you should have clear cut goals that you can understand. Having measurable goals means that

they should include exact dates, precise amounts, and expenses. Your goals need to be tangible so you can thoroughly measure what you learn. Be sure to make attainable goals meaning that is something that is actually possible to reach. You need to be confident in being able to complete your goals. Relevant goals are goals that align with your overall plan. This is how you can stay focused and save time. Finally, Time-bound goals are when you set an end date. Having deadlines and setting an end can keep the work flowing.

**STICKING WITH IT:** You've learned from the past, you've created your SMART goals now its action time. There is no point in putting in the time and effort to create goals if you don't put them in action. When the year goes on it may be easy to get comfortable and ignore your goals, but that is why you must create an action plan and stick with it. Goal setting is an on-going activity, you need constantly be setting new goals and finishing old ones. Without proper time management and a sturdy action plan you will never see growth. Then before you know it it will be 2021 and you get to start all over again!



# ULTIMATE EVENT GUIDE

With the new year comes new events! Whether you are planning a company event or exhibiting a tradeshow we've got the ultimate event checklist. Follow this guide to have a successful event.

## **6 Months Out:**

Event Site \_\_\_\_\_

Objective \_\_\_\_\_

Goals \_\_\_\_\_

Budget \_\_\_\_\_

## **2 Months Out:**

Staff \_\_\_\_\_

Event Itinerary \_\_\_\_\_

Booth Design \_\_\_\_\_

Booth essential (Table Cover, Banners, Displays, etc.) \_\_\_\_\_

Travel Arrangements (Airfare, Hotels, etc.) \_\_\_\_\_

Promotional Giveaways (Pens, Bags, Apparel, etc.) \_\_\_\_\_

Uniforms \_\_\_\_\_

Collateral (Company Info, Business Cards, Booth Literature, etc.) \_\_\_\_\_

## **Day Of:**

Tools \_\_\_\_\_

Snacks \_\_\_\_\_

Water \_\_\_\_\_

Camera \_\_\_\_\_

Smile \_\_\_\_\_