



First Stone Marketing - back to basics

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Success starts with a great idea. The major problem that keeps a great idea from being successful is misdirection. Planning and execution is essential to success in any part of life right?

This does not only pertain to life, but it also impacts how we do business in a major way.

A business plan should be well thought out, brainstormed, analyzed, taken apart, put back together and dissected. When all is said and done, the business plan should be implemented and practiced.

What is the goal of a business plan? The goal of a solid business plan is to focus your efforts by laying down specific business goals and target dates, as well as creating the character and structure of your business. It is the road map for your business if you will. It tells you when to go right or left and why you are doing so.

Unfortunately, there is a section of the business plan that is often overlooked and ultimately phased out, "the marketing plan." Many business owners' especially small business owners hit a brick wall with their marketing efforts for many reasons:

1. Lack of a marketing budget
2. Lack of time
3. Lack of action or execution
4. Lack of market research
5. Lack of accurate planning

Much like the business plan, a marketing plan is essential to your potential business growth. Many small to mid-size companies who are attempting to establish a name have limited time to invest in the execution of their own marketing plan. Another obstacle in the way of small to mid-size companies executing a precise marketing plan is the budget. Most small to mid-size companies do not have the budget to invest in major ad agencies. For most small companies, it would not be cost effective to have a professional marketer on staff.

First Stone Marketing provides affordable marketing solutions for small businesses.

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