



THE BRIEFING ROOM

By Business. About Business. For Business.
August 27, 2013

Marketing is Often Misused and Abused

By Shaundell Newsome
Owner, Sumnu Marketing



In my 30 years of experience, I have seen businesses make many mistakes in marketing their company. The worst is failing to understand how to market their product or service. The novice believes that marketing is “coming up with clever ideas.” The big problem is that a business owner would act on those ideas without a plan. Then, when the idea fails, the company loses lots of money with no return on investment.

Marketing is a carefully planned operation to provide a permanent cash flow solution. The key is planting seeds in potential consumers and the community so they will make a purchase or referral. The first step is always planning. Developing a plan is a mystery to most people.

Here is a simple, four-section way to create a marketing plan:

1. **Research** includes understanding your company’s vision, your customer, and the market that you plan to serve.
2. **Plan Development** consists of organizing the marketing tools to support your plan (commonly known as “strategy”).
3. **Implementation** takes the strategy and puts it into action. Each step is calculated to get the best marketing results.
4. **Evaluation** is the key to marketing your company. Measure your results to make adjustments or place value on your marketing efforts.

In order to get the best results from your marketing create a plan that will be effective. Don’t misuse or abuse marketing by just guessing.



Shaundell Newsome is Secretary for the Board of Directors of the Urban Chamber of Commerce and is owner of Sumnu Marketing.

Connect with Shaundell Newsome on social media:



[facebook.com/SumnuMarketing](https://www.facebook.com/SumnuMarketing)



twitter.com/SumnuMarketing