

## HOW TO RUN A SUCCESSFUL MARKETING

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Nike's famous slogan "Just Do It" is really bad advice when it comes to conducting a marketing campaign for your small business. But this is what passes: they place an ad here and there, put up a website or a Facebook page, and call their marketing campaign done. Unfortunately, it wouldn't give them any positive result. Follow the nine steps to run a successful marketing campaign.

1. Know how your marketing campaign fits into your marketing plan. The [marketing plan](#) is your master plan for marketing your small business. It provides the full picture of your marketing objectives and strategies for your target market to get interested in your products and/or services. The marketing campaign is one small piece of your marketing plan, a marketing action designed to achieve a particular marketing objective.

2. Set your marketing campaign objective and parameters. What do you want your marketing campaign to achieve? That's the marketing campaign objective. Time is the most common parameter that needs to be included because marketing campaigns lose their effectiveness over time. So a common marketing campaign objective formula is: what will be achieved + how long will the marketing campaign run? For example: Sales of face beauty marks will increase 50% in three months.

3. Determine how you will measure success. How will you measure if your marketing campaign has succeeded or not? Obviously, if your objective is "Sales of face beauty marks will increase 50% in three months" the metric you are going to use is the number of sales made over the three month period. But the number of sales may not be an appropriate metric at all if your marketing objective is to increase the awareness of your brand or to improve your website's search engine page ranking.

4. Set your marketing campaign budget. How much money you have to spend on your marketing campaign will greatly affect the marketing strategies you choose so you need to set the marketing budget first. It is better not to depend on free advertising and promotion strategies for your small business. This is one of the biggest mistakes small business owners make. There is always a cost to marketing. Always think first: is this the most effective way to reach your customer? These ways usually cost money so resign yourself to spending money on your marketing campaign. You don't necessarily have to spend a lot, but you do need to spend some.

5. Choose your marketing strategies to communicate with the customers. Note that some communications channels are going to be better suited to your target market than others. Think about your target market habits when you're choosing channels to reach them. Where do they spend their time? Where are they most likely to see or hear and pay attention to information about your products?

6. Create an action plan. Write down what exactly you're going to do and when in your marketing campaign. It doesn't have to be elaborate, but writing it down will greatly increase the chances that you follow through and give you records to use when you go to evaluate the success of your marketing campaign.

7. Do it. Write your ad copy. Firm up your dates. Place your ads. Go back to your action plan timeline and check items off, writing in the date that you complete them. It will keep you organized.

8. Measure your results.

When the marketing campaign is over, it's time to see how successful it was. Go back to your marketing objective, measure what you've chosen to measure the marketing campaign's success and see how it's done.

9. Tweak and repeat as necessary. Once you've measured the results of your marketing campaign, you'll be able to make decisions about the marketing strategies you've used and future marketing campaigns.

In a way, any marketing campaign is better than none, because it means you're directing your small business marketing efforts rather than just casting blindly here and there. But the best marketing campaign is the marketing campaign that gets the results that you want and that takes some planning and a coordinated effort.

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