

New Year Resolutions: Increasing Marketing for 2014

No matter how you market, you can improve the flow of communication by reviewing and changing elements within your strategy.

by **David Feinstein**

1038 words | 4 pages



A New Year of promises and dreams, across the globe businesses are preparing themselves for sales. A new hope born from the lessons of last year, failures and tears shed. The mounting tension for online marketers will blossom like a rose in the midst of a wintry day. Many businesses have felt the sting of a cold economic slap in 2013, but this year offers something unique and powerful for online marketers. January is the last month to prepare for the upcoming prosperity and growth. Most

Internet marketers would have been preparing in December, maybe as early as November for 2014.

How are you promoting your business for 2014? Leave your thoughts in the comment section below, would love to hear your ideas. This year may be a bank buster for you and are you prepared for it? Expanding your marketing options should have considerable priority. Numerous marketers are still struggling with lead generation and finding their USP (Unique Selling Point).

There are many types of marketing. Some examples include content, email, social, inbound, outbound, offline, newsletter and many more.

Sometimes it may be necessary to use more than two or three types of marketing strategies to help boost your business.

Experimenting with New Marketing Strategies

To find success, you may want to experiment with a new marketing technique. New Internet marketers may have trouble selecting a strategy to use. It is ok to experiment with a few techniques to get a feel for them. One of the most important forms of marketing must include lead generation; this can take place on your blog. This leads into content marketing in a way; your blogs can offer a strong starting point for your prospects to gain traction. Once your blog is moving at a high rate of speed, you can use email campaigns to help funnel your prospects down to the final conversion point.

Social media ties in nicely with your content creation by allowing your followers to share your blogs, articles and multimedia content. These three strategies can get a business off the floor.

There are plenty of automation tools available. Schedule your content for your networks a day ahead, in case of an emergency. You could use the extra time to work closely with your team. No matter how you market, you can improve the flow of communication by reviewing and changing elements within your strategy. You can also try a different strategy if the old one does not offer satisfactory results.

David L. Feinstein, noted business coach and home business entrepreneur, is the author of various articles and books that help to empower individuals. To get the real innovative marketing knowledge and training, so you can be at the cutting edge of using technology to build your internet network marketing business correctly, visit;

DavidLFeinstein.com .



David L. Feinstein has been published by Pro-Publishing Company of California, for a series on Leadership books.

Exposure to business at an early age along with cultivation of artistic talent in writing is the background that David Feinstein brings to his business associates, prospective candidates and audiences alike. His experience throughout his career in sales and marketing and having owned and operated his own international accounting & financial management services company, is a key success factor in helping develop his international notoriety in the network marketing industry.

David and his wife, Ann have been significantly involved in direct marketing and direct sales for 21 years, serving as a distributor (team member), speaker, trainer, Top Leader, and author in the industry on a worldwide basis. Working together, they coach, mentor and train those seeking empowerment, greater self esteem and branding image, and training people seeking financial success and personal life freedom. David and Ann have grown their business that today spans over 40 countries with over 65,000 team members.

For more information go to: www.AnnandDavidFeinstein.com

David & Ann's personal passion of "showing people there's a better way" to market their business lays the foundation for the inspiring and motivating topics they speak and teach on.

Innovative, creative, interactive and dynamic, David & Ann speak on topics in marketing and sales that most professionals find difficult or challenging to understand. Applying their unique and visionary approach easily, safely and comfortably draws audiences in from the beginning and keeps them engaged until the end. Their extensive knowledge in marketing and sales makes these topics easy for audiences to understand, as they address and speak from their personal experience and with authority and passion.

Mr. John Fogg of MLM/Network Marketing, author of *"The Greatest Networker in the World"* has said the following about myself and wife/partner Ann:

"It's been a looonnnng journey from their "weird" first exposure to network marketing where Ann— a Park Avenue Research Consultant, and David— the owner of an entertainment management firm handling the careers of rock stars such as (the early) Rolling Stones, Led Zeppelin, Michael Bolton, Cyndi Lauper, Phil Collins, and other famous others, found themselves at a meeting full of strange "new agers" from Sunrider— that was 21 years ago— to where they are today: Significant six-figure income earners with Agel Enterprises leading an organization of more than 65,000 people in 40+ countries around the world.

Above all else, Ann & David are focused on mentoring and leadership. Their combined expertise in recruiting, coaching, training and international development has made Ann & David much sought after direct sales business experts.

The Feinstein's approach marries both classic MLM and the technology advances of the Internet and social media. The first people they have their new people speak with are family and friends, they do meetings, build for and around events and David even unabashedly asks people, "Do you keep your business options open."

They meet new people through weblogs, electronic newsletters, Twitter and Facebook leveraging their time and global reach. The business is all about relationships and giving value for Ann & David Feinstein... and consistently building their brand."