Help, I Have No Time For Marketing: Holiday Edition
MARY ELLEN HICKMAN, MBA
Founder + Marketing Strategist

- 20+ years in marketing
- Broad range of experience
  - Advertising, research, business analysis, revenue forecasting
  - New business and brand launch in the US and overseas
  - Launched and led 3 businesses
- MBA from top-tier school
- Adjunct professor of marketing
Hickman Consulting Partners = Growth
Hickman Consulting Partners = Attention
HELP, I HAVE NO TIME FOR MARKETING: HOLIDAY EDITION

OUR PATH

STEP 1
Focus on the fundamentals

STEP 2
Avoid tough tactics

STEP 3
Do what works

STEP 4
Tailor to the holiday season

STEP 5
Evaluate results
1. **FOCUS ON the FUNDAMENTALS**

**STEP 1**

Focus on the fundamentals

1. Do good work
2. Select the right services
3. Concentrate on your best clients
4. Set the right price
5. Don’t discount
Just say no to cold calls!
2. AVOID TOUGH TACTICS

1. Advertising
2. Public relations
3. Sponsorships
4. SEO and Google AdWords
5. Heavy social media
6. Trade shows
Focus close in:
current clients + your network.
3. DO WHAT WORKS

1. Email marketing
2. Strategic networking
3. Select speaking engagements
4. Planned social media: 
5. Handwritten cards
STEP 4
Tailor to the holiday season

1. Strategic networking
2. Handwritten cards + holiday gifts
3. Email marketing
4. Planned social media: LinkedIn, Facebook
5. Select speaking engagements
A FEW RESOURCES

Save 20% with referral code. Next year, plan for seasonal discounts

Sign up for emails for frequent discounts

Use the free plan (up to 2,000 contacts)

More ways to maximize the holiday season:

- It's Not Too Late: 3 Holiday Tactics To Jump On, Today
- How To Make The Holidays Work For You
Do less:

prioritize ruthlessly.
5. EVALUATE RESULTS

1. Calculate return on investment
   - Calculate total resources invested
     - Total out-of-pocket costs + (hours x cost per hour)
   - Total return
     - Ideally, total margin generated: revenue – direct costs
     - Less exact: number of clients signed
   - Total return / total dollars invested = return on investment

2. Optimize for next year
   - Write down learnings, now
   - Cut tactics with low ROI
   - Optimize tactics with high ROI
Which tactics will work best for your firm?

How can you make these tactics work even better:

- For the holiday season?
- For short-term results?
HELP, I HAVE NO TIME FOR MARKETING: HOLIDAY EDITION

OUR PATH

STEP 1
Focus on the fundamentals

STEP 2
Avoid tough tactics

STEP 3
Do what works

STEP 4
Tailor to the holiday season

STEP 5
Evaluate results