Being more effective

If you are the type to make New Year's resolutions, make one to be more effective in your marketing communications efforts. Being effective—that is, actually successful in producing your intended result—should be the goal of all marketing communications.

How can you be more effective? There are several ways to make sure your communications meet their mark, but it probably starts with the basics:

- Do you know and understand your **TARGET AUDIENCE**?
- Do you know what your **KEY MESSAGE** is?Are you expressing it clearly and unambiguously?
- Are your properly **TIMING** your communications efforts?
- Do you know your **USP** (unique selling proposition)?
- Are you aware of who your **COMPETITION** and what they are doing?
- Have you gotten **FEEDBACK** from outside sources on your creative? Is it conveying the attributes you are trying to convey?
- Are you following a **STRATEGY** or are you just engaging in **TACTICS**?

What are your suggestions for being more effective? Please share in the comments.