

1 **Start with the end in mind.**

1 Knowing what you are trying to accomplish and how you are going to accomplish it is the key to being effective and efficient.

2 **If you have a large database of customers – use it! *If you don't, build one – fast!***

2 Your customer data is like gold. It holds valuable information about your customers' purchase behaviors. Leveraging this information can help you make wiser marketing decisions.

3 **Develop a comprehensive plan with measurable markers built in.**

3 Move from ideas to a comprehensive plan. Make sure the plan includes methods for measuring results and responses. Measuring results allows you to adjust to changes in the market and indicates whether your efforts are paying off.

4 **Stay flexible – just because you start with one idea, doesn't mean you end with it.**

4 ***Always keep refining!***

Use data as a resource to guide you. Adjust and change your plans to fit changes in the market and customer response.

5 **Coordinate your offline and online customer experiences.**

5 These are no longer exclusive channels. An offline communication drives a prospect to the Web, which may in turn drive a sale offline. You've got to make independent channels overlap with ease.

6 **Touch customers at each stage of the buying process.**

6 There are many opportunities along the customer experience for you to reinforce your brand, generate a sale, and build a relationship. Make the most of these opportunities by making your touchpoints relevant.

7 **Make strategic use of outside resources.**

7 You can't be an expert at everything. With the faster-than-ever marketplace, it is impossible to stay on top of emerging trends and technologies. Don't let your lack of knowledge stop you from moving forward. Turn to outside experts to carry you over the hurdles.