

## **What Are Your Long-Term Marketing Strategies?**

Developing a marketing plan takes time. It is a step-by-step process that includes identifying and researching your target audience, understanding your competitive position, branding, messaging, separating your business from the competition, mapping out your marketing mix and more. Establishing a marketing plan is one of the most important things you can do to ensure the success and sustainability of your business.

In order to create a successful marketing plan, you will first need to define your marketing strategies. Simply focusing on your short-term successes will put your business in a bad position for future growth.

## **Long-Term Marketing Activities**

Long-term activities establish brand awareness and continue to produce results even years down the road. Without long-term marketing strategies, short-term success may be short-lived. Where will your business be in five years? How about in 10 or even 30 years? What initiatives are you going to put in place to reach your goals further down the road? Growing your business takes time and you need to have a plan for every step or milestone along the way.

Here are a few tactics to achieve long-term marketing success:

### **Search Engine Optimization (SEO)**

SEO is a long-term play that can take several months, but it is crucial for success because organic search engine traffic has been found to be the best source of B2B leads. Knowing your audience and optimizing your website for keywords and phrases that potential customers would use in their online search is critical to being found on the Internet. SEO is an ongoing process and to do it effectively takes time. Businesses should consider engaging experts they can trust to keep their website optimized.

### **Public Relations (PR)**

PR efforts, in general, are proactive actions that positively build a company's brand online and offline over the long term. PR teams often accomplish goals by strategically sharing information with relevant media outlets. A well-executed PR strategy builds over months, not days, and takes time to succeed.

### **Publishing and Promoting Content**

Developing a stream of fresh, relevant content like newsletters, tips or blog posts will result in quality traffic to your website, but will also place you among the top thought leaders in your field. Content that is posted, updated and archived on a regular basis will provide you great ammunition for long-term nurture campaigns and encourage visitors to return.

## **Social Media**

As a collection of communication channels, social networks can be used to achieve both short-term and long-term strategies. In a short-term context, you can use it to monitor and manage your online reputation. In a long-term context, you can use social media to promote content, support lead generation activities, and engage in online communities.

Engaging in social media is necessary and important because social networks are increasingly considered one of the top channels for generating brand awareness.

At the end of the day, it's a finely tuned balancing act. The key is to build a marketing plan that values and achieves short-term and long-term marketing strategies simultaneously. Doing so will ensure that your business is better poised to prosper for years to come.

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