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# Will Reed's Guerrilla Marketing **GENIUS** *"Wake up your brain, learn how to earn!"*

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February 2005

***One thing you  
can't recycle is  
wasted time***  
Anon



***Five hundred  
twenty-five  
thousand six  
hundred minutes.***  
***How do you  
measure,  
how do you  
measure a year?***  
**from RENT, by  
Jonathan Larsen**

## How to measure your marketing

***The benefits of tracking your marketing  
results make it a pleasure to measure***

Why measure your marketing? Measuring permits you to see the relationship between effort and result. Knowing what works, and what doesn't, helps you to fine-tune your marketing so that you can hit the target more often.

With a marketing calendar you can see at a glance where you are, where you have been, and where you are going. You can track activities and plan projects to ensure that everything action counts.

List the marketing weapons you will use, and then track your progress for each weapon week by week. Add key industry events and other information that affects the timing of your marketing projects.

The most important part of measuring you marketing is the weekly calendar review. Having the large picture helps you fit the pieces to the puzzle faster.

### ***1. Know what you are doing***

A common mistake in marketing is lack of awareness. When the left hand does not know what the right hand is doing, the result is uncoordinated and wasted effort. Tracking your marketing activities on a calendar gives you an awareness of the big picture.

The next step is to find ways to make your marketing weapons work together. For example, a one-page newsletter can be displayed on a website, used as a hand-out for a presentation, add substance to a press kit, and pre-sell your expertise to a prospective client.

*The reward of coordinated planning is synergy, where the whole is greater than the sum of the parts.*

### ***2. Strengthen your immune system***

A marketing mindset is like a vigorous immune system, recognizing and fixing problems when they are small. Good advertising cannot save a bad product. Good business is itself good marketing.

Guerrilla Marketing recognizes that every point of customer contact is both an opportunity and a threat to marketing. Your marketing is not so much what you do, as what the customer experiences.

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B-SMART Systems

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<http://www.b-smart.net>

Comments & suggestions: [info@b-smart.net](mailto:info@b-smart.net)

**Dates in calendar  
are closer than  
they appear**  
calendarzone.com



**You never step  
into the same  
river twice**  
Heraclitus



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The better you measure the better the more opportunities you find to improve your marketing.

### **3. Trim your sails to the wind**

Marketing is like sailing, in that you must constantly fine-tune your efforts to take full advantage of the changing marketplace.

Unmeasured marketing programs tend to take on a life of their own, tending to stay their course even when circumstances change.

Keep your sails trimmed to the wind, and take full advantage of the same circumstances that may confound your competition. Look for opportunities and gaps that others miss.

### **4. Be proactive not reactive**

Most businesses market when sales are down, and cut back when sales are up, following the cycles of feast or famine.

This reactive approach stifles momentum, without which no marketing program can be successful.

A marketing calendar enables you to survey the big picture and allocate your resources strategically. Proactively measure the effectiveness of your marketing weapons, and be prepared to make changes as you go.

### **5. Keep it simple**

Guerrillas are aware of the sophisticated tools available, such as split-level testing and ad tracking software, but do not let the technical glitter get in their eyes.

Often the simple approach of asking your customers works best. They can tell you in their own words things that technology will never catch in a thousand years.

Measure your results. Track your marketing programs. But stay connected and keep it simple.

### **Resources**

**Guerrilla Marketing Weapons**, by Jay Conrad Levinson, describes 100 affordable marketing methods that you can incorporate into your marketing calendar. Many of them are low cost or free.

**Guerrilla Marketing Online Weapons**, by Jay Conrad Levinson, describes 100 low-cost, high-impact weapons for online profits.

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To sign up for this free newsletter, as well as *Will Reed's Mind Mapping STRATEGIES*, please visit [online](http://www.gmarketing-genius.com) and register.

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#### **Cashing in on your calendar**

- *Guerrilla mindset (January)*
  - *Marketing metrics (February)*
  - *Searching for synergy (March)*
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