



# IS IT TIME TO GIVE YOUR MARKETING DEPT THE BOOT?

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In the dynamic world of marketing, it's sometimes difficult to understand and evaluate the knowledge, skills and competencies of those who act as your marketing department.

While not an exhaustive list, we picked 15 things you need to look at when seriously assessing the quality of your marketing.

Is it time  
to give 'em the boot?

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Are you struggling yet AGAIN with the confidence you have in the marketing decisions being made? Tired of spending alot of money without the assurance you are doing the right thing?

If you operated in previous years without a clear marketing strategy, you should consider giving the boot to whomever should have done for your business ions ago. You owe it to your employees, your clients, your family and to your company's vision: quit limping through each day with lousy marketing direction.

IS IT TIME TO GIVE 'EM THE BOOT?

Let's examine 15 areas of competency that will help you evaluate the decisions coming out of your marketing department.

1

If you can't walk into your marketing department's office and get a clear, concise answer to the following question, let 'em go:

"Who are our ideal clients and how are we marketing specifically to them?"

# THEY SAID WHAT?

2

If your marketing department places a premium on award-winning design (above getting real results), then you may want to rethink: "Are they working for your success, or are they more concerned with the recognition they receive?"

3

If your marketing department hasn't identified a clearly defined set of keywords and phrases to use in all your marketing collateral, your marketing department is likely not helping you get top search results on Google.

4

If your marketing folks don't know what the acronym "SEO" means, you need serious help.



5

If your marketing committee has tossed out every form of traditional advertising and declared social media as the only way of marketing, then you've got a marketing department without an effective understanding of a comprehensive plan.

6

(Oh, but if your marketing department hasn't heard of, or has no idea how to incorporate social media into a systematic marketing strategy, give 'em the boot!)

7

If your people resist the idea of niche marketing, instead insisting that "if we go too narrow, we'll miss people" - well, let's just say you might want to show them the narrow way out the door!

OH, REALLY?

8

Has your marketing department been obtaining permission to get as many email addresses of your customers and even interested prospects? If not, then ask yourself, "what if they went to a tradeshow and didn't come back with any information on even one person to follow-up with?" Are you gonna keep pushing yourself on cold leads or will you market more efficiently to those who have already had a positive experience or at least expressed an interest in what you offer? A permission-based email marketing system is one really good way to follow up and is often more efficient than a phone call.

9

If your marketing department has never brainstormed on how to incorporate things like YouTube, podcasting, webcasting . . . well you might want to make room for new folks who actually embrace modern (and inexpensive) technology as part of your marketing mix!

10

If you ask your marketing department and they can't clearly identify at least 5 specific differences between you and your competition, then you've got to wonder how they are gonna market your differentiation. That's alot of marketing dollars you're spending to simply blend in,

11

If your marketing people think Curly and Comic Sans are cute fonts to use in your marketing materials . . . well, OK, maybe that's a personal preference (so you probably won't fire them over a font issue - even though there are better ones to use that showcase you more appropriately!)

**YOU ARE  
KIDDIN ME,  
RIGHT?**

12

Do you still have a website that has to be updated by an external webmaster? Are you paying hundreds of dollars each year simply to make updates to the content on your site? Times have changed and there are great systems that put website updates into your own hands. Your marketing department is possibly ignoring a function they could do themselves. Maybe they just don't want to do it.

13

Ever heard someone say this:  
"We don't need a marketing plan,  
we need results. When we get those  
results, we'll finish that marketing plan,"  
If so, put 'em on administrative leave and  
tell them to try and build a house without  
an architectural drawing. Not a good idea.

**ARE YOU OK  
WITH THIS?**

14

If your marketing department doesn't even exist but, rather,  
operates under "Sales" - then fire the guy who never hired a  
marketing department.

15

If your marketing department's  
definition of marketing is  
based solely on copycatting what  
your competition is doing, immediately  
order the pink slip. Then ask yourself  
if you are running a business or a  
photocopy service.

**SO, IS IT TIME  
TO GIVE 'EM  
THE BOOT?**

Some of you might say:

“Well, we don’t have a marketing department.  
I’m the guy that makes all the marketing decisions.  
How do I fire myself?”

Others will read this and say:

“Hey, we’re a small company and we all wear many hats.  
We don’t have time to really analyze our marketing strategy,  
much less incorporate new ideas, some of which we don’t understand!  
We’re simply trying to please our customers  
and get them to keep coming back.”

Finally, many of you will say:

“I’m not that ready to start firing people.  
But I am desperate to know how to better understand marketing  
and incorporate a comprehensive strategy  
that is simple, effective and most of all, affordable!”

The good news is that there is

**AN ALTERNATIVE  
TO GIVING THE BOOT!**





Equip yourself and your marketing team with a  
systematic and comprehensive marketing plan!

# MARKETING COACHING IS YOUR SOLUTION!



Learn more:  
**[marketingtwins.com](https://marketingtwins.com)**

Randy & Donny Vaughn are  
*The Marketing Twins.*

We are a faith-based creative team  
in Fort Worth, Texas.  
We create marketing solutions  
so you can do GREATER THINGS!