Top 10 Marketing Rules for Business Owners

By Nick Rice

10. Defining the essence of the brand is something an Owner can’t delegate.

9. In uncertain times, people look for touchstones of trust. But trust cannot be bought; it must be earned.

8. The “Chief Marketer” has three primary traits: Know the value chain; be a disruptive innovator; and speak the audience’s language.

7. The Executive also must be conversant in the language of IT. As the distinctions between the two functions become increasingly arbitrary, it’s critical that the CEO understand basic technology concepts.

6. But don’t let technology drive your marketing programs. Business Owners must use technology as an enabler, not as a solution to an ill-defined problem.

5. Do things before the bureaucracy inside your company kills them.

4. Focus inside the box. To build a robust marketing organization, leadership must invest in internal functions such as marketing operations and performance measurement.

3. Everything communicates—and everyone contributes to the success of a brand. Everyone in a company needs to be immersed in the brand message you’re trying to convey. They need to believe in brand message so they can convey it naturally and effectively.

2. Innovation is a creative process that must involve all business units to be successful. Such creativity requires structure.

1. It’s not what you say, it’s what your customers hear.

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