

Do *You* Follow the 10 Commandments of Great Marketing?

1. Thou shalt have a marketing *strategy* before getting excited about any new activities, ads and websites.
2. Thou shalt know your own strengths and weaknesses.
3. Thou shalt know your competitor's Achilles heel.
4. Thou shalt be different to your competitors.
5. Thou shalt know your customer's inside leg measurements.
6. Thou shalt write a brief for your creative agency, and thou shalt deliver it in person not by fax or email.
7. Thou shalt have the right internal processes to control your marketing expenses and results.
8. Thou shalt set goals for your marketing, and measure results.
9. Thou shalt be able to write your strategy on a postcard.
10. Thou shalt be passionate about your brand at all times.