



### January 2020 Issue: Understanding Your Audience

It's the beginning of the calendar year and we are definitely witnessing "the scramble." Every year we get dozens of requests to evaluate the marketing done previously and figure out why it didn't work and what to do to fix it. Protip – "the scramble" is usually the result of misunderstanding your audience. To help with your scramble, we've prepared a few resources to get your started.

As always, we love helping – never hesitate to reach out. 😊

[Contact Us](#)

Best Regards,

Philip Bosley,  
President and CEO  
Tactical Marketing

### Why Isn't My Marketing Working?



"We just aren't seeing results from our marketing." We can usually find the problem during a free consultation. Are you making one of these mistakes?

[Watch Now](#)

### 3 Tips to Evaluate Your Marketing Strategy



"Don't throw good money after bad."

These 3 key markers help indicate when to reevaluate your marketing strategy.

[Read More](#)

### VIDEO: Do You Know Who You're Talking To?



You know that generic messaging yields generic results. But if you don't know who you're talking to, how do you make your marketing personal?

[Watch Now](#)

## HOW CAN WE HELP YOU SUCCEED?

Schedule a [FREE CONSULTATION](#) today. Together, we'll explore goals, make a plan, and when you're ready, execute together.

[Start Here](#)

