

8 WAYS TO MAXIMIZE YOUR Lean Marketing Team

Marketing budgets may be shrinking, but there's lots of scrutiny around results, ROI and the effectiveness of marketing programs.

If you're a lean team, never fear. **These 8 tips will help your small team generate big results:**

1 Hire Versatile Marketers

Bring in talent that can be functional and helpful in several areas to make the most of their capabilities.



2 Stay Adaptable

Don't lock in on one marketing strategy. Make a quick plan, test, adapt and repeat. Stagnation is the enemy.



3 Focus on the Essentials

Nail the basics. Get the most important messages in front of the most important audiences. Don't chase shiny objects.



4 Recycle and Repurpose

Build evergreen assets that can be remixed and redistributed to maximize their impact and lifespan.



5 Invest in Technology

Save time and energy. Invest anywhere from **15%** to **20%** of your budget into technology. Automate what you can.



6 Partner Up

Find specialized agencies and vendors to act as extensions of your team to fill in the gaps in your capabilities.



7 Go Digital

Consider how the web, SaaS technologies and social can amplify your marketing without adding much expense.



8 Fail Fast

Simplify your plans and success metrics. Make mistakes quickly and iterate. Learn how to change course on the fly.

