

MARKETER OF 2019

Cheat sheet

Review this list before the new year, and give your team a head start to 2019.

Quick tips to evolving customers in 2019

- 1 Monitor industry changes to differentiate between blips and shifts.
- 2 Keep your marketing personas flexible as emerging trends affect your customers.

Quick tips to brand management in 2019

- 1 Proactively establish your brand's values early and communicate them across
- 2 Have a crisis management plan in place to deal with the unexpected.

Quick tips to trustworthy tools in 2019

- 1 Before investing in new tools, benchmark against your traditional methods. Is this tool it quicker, easier, more reliable?
- 2 Present data and results alongside one another to find meaningful insights and results quicker.