



## **Into the New Year**

If anything can be said with equal fairness across all sectors, it's that 2020 was unpredictable. There were few, if any, trends throughout the year. Every time we thought we knew what was going to happen, the rug was metaphorically pulled out from under us. Yet there are lessons we can learn from this year and carry with us into the coming years.

Clients want a variety of ways to purchase services and products. The idea of meeting face-to-face, or of clients regularly visiting brick-and-mortar stores is gone. Clients want the luxury of choice, shop online, curbside pickup, zoom meetings, or conference room meetings. No longer can we simply offer our services one way.

We must be flexible to the ever-changing economy, political world, and health of our community. Our clients want to know who they are doing business with, who are the faces behind the work. They want to know us, or at the very least, feel as though they have a personal connection with us.

Clients will want to sample our work and products prior to investing. We need to show them why they should work with us, not just tell them. Peer reviews and referrals will be the most powerful marketing tool we have.

Social media is here to stay. We must learn how to work social media to our favor, without abandoning traditional marketing methods. Our marketing must be flexible and meet our audience where they are.

Clients want to know they are supporting more than a business. How does your business give back? What do you support? Are you more than just talk?

Reflecting on what we learned from 2020 will make our businesses stronger in the coming years.