

# Five Ways To Bring Your Business Into 2018



Business owners are constantly faced with new challenges. From increasing competition to keeping up with fast-paced technology and maintaining sustained productivity all year around, your business needs to take control of its core processes and be ready to adapt to new changes and trends in 2018 and beyond.

Business owners need to be in the know when it comes to understanding what it takes to boost growth, bring in customers and build and maintain a loyal following.

## Here are five ways to bring your business

## **into 2018:**

### **Reevaluate Your Marketing Strategy**

Reevaluating your marketing strategy should be one of your top priorities every year. Whether it means revisiting your marketing budget, reviewing your target audience, implementing stronger SEO, researching your industry, setting new goals or researching new marketing trends, having a closer look at your progress in the previous year and what can be improved is critical to achieving greater success, according to Rocket Pilots.

Having a strong marketing strategy for your business is a great way to successfully contribute to your overall growth. Without a clear strategy, you're moving aimlessly and inefficiently forward. A sound marketing strategy can also positively impact your brand, your revenue and customer acquisition strategy. Designing and executing a marketing strategy is not enough, though. You need to constantly reevaluate and improve it.

### **Automate AP**

Capturing invoice data accurately is of vital importance to the smooth operation of your business, but can be a major drain on business resources. Accounts Payable (AP) performs a critical function in your business, but if your AP staff is doing it manually, you're wasting valuable skills and talent that could be of use in other areas of your business.

AP automation helps optimize your invoice approval processes and should be a key goal for 2018. Automated AP processing directly yields a positive impact on your operational efficiency, turnaround time and overall bottom line. With appropriate automation of your accounts payable workflow, you get to save time

and effort that can be channeled elsewhere in your business.

## **Use Software To Up Your Efficiency**

Business productivity relies on your ability to successfully execute on your overall business strategy. To achieve this, you need a highly engaged and productive workforce with the right tools to help you achieve your strategic goals. These tools are basically the right technology to help you maximize your business productivity.

From business productivity software to integrated business software systems and adoption of new technologies, businesses need to use software and new tech more to up their efficiency and productivity. A Forbes article discussing top business trends notes that, businesses that embrace intelligent process automation software to improve efficiency will be one step ahead, and that couldn't be more true in 2018.

## **Streamline Your Inventory Management Process**

For any inventory-based business, it's critical to maintain highly efficient processes for inventory ordering, tracking and selling stock. Implementing a proper inventory management system should be one of your key goals if you want to increase your margins and lower operational costs. To streamline your inventory management process, you need to:

- Maintain safety stock levels for each item in your inventory
- Use real-time inventory and sales data to make critical decisions
- Manage your inventory needs to meet specific customer demands
- Maintain detailed records in your inventory system

## **Align with Industry Requirements**

Many businesses have compliance standards in place to ensure that all businesses across an industry operate under the same practices and processes. In today's fast-paced business world, compliance requirements are constantly changing. Ensuring that your business stays up-to-date with the latest industry requirements is key to managing every aspect of your operation.

Compliance should not be just about industry standards, but also about ensuring that your business is taking the necessary steps to ensure all processes comply with your standards. From approval processing to procurement compliance and document processing and storage, ensuring that your business stays on top of both internal and external compliance policies is critical to ensuring greater visibility. To be sure you're meeting the necessary standards, you can use compliance management software to help.

## **The Bottom Line**

To prepare your business for what lies ahead, you need to look at where you stand in the market today. This will help you discover where you fit, who your target customers are and how to deal with competition. By understanding your customers, you can better target your marketing efforts and improve your business processes to gain an edge in the marketplace.

