



Happy New Year!

We hope you had a relaxing, safe, and rejuvenating holiday season. During this time, we've been mulling over the year and even the decade ahead, and wanted to share some thoughts, suggestions, and resources with you to kick off the '20s.

Check out these fascinating insights on marketing related topics that we thought will be even more relevant to the year and decade ahead.

Business advice from respected leaders

START WITH WHY!



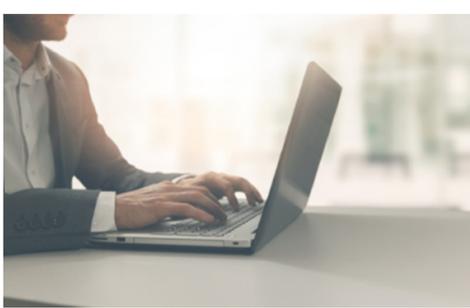
Simon Sinek

Simon Sinek is the author of several leadership books and a motivational speaker whose profound insights on human behaviour and motivation in the workplace are invaluable to the culture of your business.

I recommend his book, *Start with Why*, as well as his [Tedx Talk about it](#). An [Inside Quest interview](#) with him regarding millennials in the workplace is also rather timely.

Keep your eye on these marketing trends

The marketing landscape is changing every year, which is why data / numbers / ROI are even more valuable today than before — [smallbizgenius](#) has curated a list of the [45 most important advertising statistics for 2020](#), which also includes valuable resources and insights.



Internal marketing department or external agency?

There has been increasing debate surrounding how companies should run their marketing departments or whether they should even have one at all. How do you determine which resources to use in-house and which to out source?

We wrote an article back in 2010 that rings just as true 10 years later:

[Building a Well-Organized, Superstar Marketing Team](#)

Is your website doing everything it can for your marketing?

Now more than ever, your website is incredibly important to your brand — it's your 24/7 salesperson.

We can provide you with a free preliminary website audit, and we'll offer recommendations to help improve it. Request a [no-obligation consultation](#) now and we'll be in touch to discuss your website.



I'd like to wish you all the best in this year and the decade beyond, and if there's anything 6P can do to help you achieve your marketing goals, please don't hesitate to give us a call or send us an email.

All the best in 2020,

Paul Provost & the 6P Marketing Team



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