

Effective Business Growth With Russell Ruffino

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([Newswire.net](#) -- September 4, 2018) -- Russell Ruffino is a name that has garnered significant attention in recent years. This self-styled management guru has captivated the attention of the international community, and with good reason. He has taken an altogether different approach to business management by focusing his efforts on a contrarian style management practice. Rather than [prescribing to other business owners](#), managers, and leaders what they should be doing, he describes what they shouldn't be doing.

Effective management is the sum total of multiple components in a business enterprise. This synergy requires individual elements to operate as one, thereby enhancing their productivity. A rudimentary search on Yahoo, Bing, Google or other search engines yields a virtually unlimited number of results when the topic of successfully marketing a business is input. For embryonic business owners, or managers simply looking to put their best foot forward, this can be incredibly overwhelming. The extensive literature on effective business management practices is daunting to say the least.

How to Embrace Management Philosophy without Becoming Overwhelmed?

Managers seeking a blanket solution to sub-optimal business practices will be better served by out-of-the-box thinking. Rather than focusing on all the do's, it may prove beneficial to focus on the don'ts. At least that is the approach that has been embraced by [Russell Ruffino](#), management consultant extraordinaire. His pedigree is one that speaks volumes. His company – Clients On Demand – won critical acclaim from leading business authorities such as Inc. Magazine. They ranked his company among the top 500 fastest growing enterprises in the United States.

Ruffino was quizzed about how he managed to earn that distinction as a top-performing U.S. company. He believes that too many companies have adopted the wrong approach when it comes to marketing to their client base. They tend to lump everybody together in the same basket, hoping that a shotgun-style approach to marketing will work. Unfortunately, it hardly ever does. He believes that a company's marketing initiatives should be targeted at the right demographic. In fact, his very own website states as much. He believes that a company that sells its wares (goods or services) to customers should drill down into specific target markets before simply adopting a marketing campaign. If everyone gets bombarded with the same message, nobody feels that their business is really being sought out. People prefer a personalized approach to marketing.

Businesses that fail to heed this important message run the risk of wasting valuable advertising dollars on a failed campaign. The right demographic needs to be targeted in order for the marketing message to be effective. Multiple examples of this abound, such as a rudimentary backyard car mechanic advertising his services to Formula One race car manufacturers. There is some degree of overlap, but the proficiency of the mechanic to offer expertise to the creme de la creme of motor car racing will fall on flat ears. Much the same is true of a company that attempts to manufacture non-halaal/kosher products to religious elements in the community. They may all eat meat, but if it doesn't meet specifications, it's a wasted effort.

Picking the Right Clientele



It's not always easy to define the right client. But for Russell Ruffino, it is clear how this should be done. For starters, the target group should be kept as small as possible. This ensures that maximum value is added to the equation. When this sample group is satisfied, it is possible to expand operations to include different target market groups/demographics. In this regard, it's important to conduct the necessary market research to identify specific attributes of each target market. This is how the right clientele are sought out. Certain clients **offer more value** than others, and they should always be a priority of a business. Clients which offer less value should also be nurtured to ensure that they become profitable to the enterprise. It's a symbiotic relationship that requires constant monitoring, adaption, and nurturing to ensure that business success is achieved.

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