



Thriving in 2025: The Importance of Adaptability and Diversification

By **Kristen Youngblood**, Creative Director

Co-Create Marketing Strategies

2-minute read

If you're planning for a year of growth for your organization, it is crucial to consider adaptability and diversification throughout your marketing and sales strategy. Why? Because having these principles at the forefront of your plan is the key to keeping yourself on the right path.

The last thing you want is those inevitable bumps in the road to steer you away from your goals.

Adaptation and diversification are how you stay the course, no matter what. This applies broadly across every piece of your company: how you bring in revenue, how you market, how you operate, and the list goes on and on. When you put all of your eggs into one basket, you're not only losing opportunities elsewhere, but you're adding unnecessary risk to your business.

Take TikTok, for example.

In recent years, TikTok has become a lifeline for businesses and creators, offering unique opportunities for brand growth. Its viral potential and TikTok Shop feature have revolutionized how entrepreneurs connect with customers, leading to many content creators putting the majority (if not all) of their efforts into the platform. However, with the uncertainty of TikTok's future in the U.S., many businesses are scared of losing their primary source of revenue. Those relying solely, or heavily, on TikTok for marketing and sales could be scrambling to create a new strategy from the ground up.

So, how do you keep this type of event from happening to you?

Adaptability and Diversification: A Must in 2025

The silver lining to the TikTok challenge is that we've gotten a stark reminder that businesses should not plan their marketing, sales, and lead generation around one source. Diversification is a must-have and should never be an afterthought. This is true in an part of a business, but social media marketing is a great example.

An ever-changing social media landscape demands adaptability, whether it's individual platform performance or the trendy content that audiences are craving at the time. It can change by the month, by the day, or even by the hour. Diversifying marketing efforts across multiple platforms allows businesses to connect with a broader audience while reducing risks.

With a wide selection of options, such as Instagram, Pinterest, Facebook, YouTube, Threads, Skool, X, or even a company website, there is plenty of room for diversification. Embracing a multi-channel approach helps maintain consistent customer engagement and boosts sales opportunities.

Plan the Work, Work the Plan

Marketing and business plans are integral to long-term success and allow space to strategize for the “what-ifs” that come your way. Unfortunately, many organizations miss out on potential growth by failing to plan. While these are UK stats, the same is relevant in US markets based on our experience: 67% of small and medium-sized businesses don’t have a marketing plan and 54% don’t have a business plan¹.

Without a strategic plan, businesses risk losing direction and missing growth opportunities, especially in times of change. The most successful businesses set clear goals, keep their strategies at the forefront, and adapt tactics when necessary while always working toward the same long-term vision.

Four Key Steps to Creating a Flexible Marketing Plan:

1. **Define Your Goals and Objectives:** Use the SMART criteria (Specific, Measurable, Achievable, Relevant, Time-bound) to clearly outline your goals.
2. **Understand Your Target Audience:** Use analytics and insights to create buyer personas that represent your customer segments.
3. **Choose Your Marketing Channels and Tactics:** Identify the best platforms and places for reaching your audience and plan specific tactics (e.g., campaigns, content, ads, events) to implement.
4. **Allow Room for Adjustment:** Don’t get lost in the details. It’s okay to have a high-level strategy that can change and evolve as your business, and the world, does alongside it.

CCMS Can Help You Adapt and Grow

At CCMS, we understand the critical importance of adaptability and strategic planning. We partner with businesses to develop customized marketing and sales strategies that ensure long-term success, even during times of disruption. Whether you're looking to diversify your marketing approach or create a solid business plan, CCMS is here to help.

Co-Creating Your Success

At Co-Create Marketing Strategies, we believe in co-creating your success through our "share, show, do" principles. We share our expertise, show you best practices and strategies, and work with you every step of the way. This collaborative approach ensures you’re never alone in your journey—we’ve got your back and are here to support you.

Sources: 1. [Marketing Maturity in 2024: More than half of UK SMEs are marketing in the dark](#)