



How do you make a difference in today's competitive environment and brutal economy? Find the answers in our September issue of **Marketing Marvels**. Our goal is show you what's working now, and share to offer business insight and value and share effective marketing techniques you can implement to *fall* into a successful fourth quarter.

Business Insights:

Marketing Strategy: Internal Audit

The economy and competition have changed. Has your company adapted? Review your marketing strategy to stay ahead of the curve and maximize new opportunities. Slow times are the *best* times to create visibility and thwart the competition! Our top ten considerations:

- 1) **Trend Analysis:** Identify trends in the *marketplace*, in your product/service *category* and with your *customers* that will affect your business and create opportunities.
- 2) **Competition Intelligence.** Who are your direct and indirect competitors? The landscape changes every six months.
- 3) **S.W.O.T. Analysis.** Review your company's Strengths, Weaknesses, Opportunities and Threats.
- 4) **Audience Definition.** Who are your best customers? Do you have a detailed model profile to identify and focus on your best prospects?
- 5) **Brand/Communications Strategy.** Consider what your customers currently think regarding your industry niche? What you want them to think? Why should they believe you?
- 6) **Messaging Creation:** What is your Unique Selling Proposition?
- 7) **Program Planning:** What is your average cost to acquire a customer? Is your current media mix the most efficient way to drive customer acquisition? Have you explored all your options?
- 8) **Resource Identification & Management:** What are your core in-house strengths? Do you outsource for cost effectiveness?
- 9) **Tracking & Optimization:** What mechanisms are in place to track programs for optimal ROI?
- 10) **Program Assessment & Refinement** Fine-tune your plans to stay relevant, get the most out of your budget and improve results.

For more business insights, feel free to view previous issues of Marketing Marvels archived online at <http://www.marketingdepartment.com/marketingmarvels.html>

What's New & Effective?

Contests and Sweepstakes drive traffic & increase sales

Drive customer acquisition and create loyalty programs through contests and sweepstakes. New firms in our network provide online and offline sweepstakes, contests, games, promotions and even POP materials. Launch an offline turnkey sweepstakes event in as little as a week with a grand prize targeting your core audience. Full promotion development, creative, prize procurement and fulfillment, back-end administration, legal copy and rules development, winner eligibility and





notification, indemnification for less than \$15k! Develop an online contest for repeat visits for as little as \$25k!

Client Success Story--Driving website traffic through online sweepstakes:

Client: Rolling Stone

Objectives: Increase website traffic and online sales

Approach: RollingStone.com employed our providers' Game Room cooperative sweepstakes to increase traffic to its website, gather data from visitors and increase sales of subscriptions and merchandise. Visitors were invited to enter the sweepstakes by completing an online entry form and answering the music-related questions. Upon completion, contestants were entered in a weekly drawing where they could win a computer-related prize valued up to \$200.00. A hyperlink on the entry form sent contestants to the subscription order page or the catalog section to drive sales. Weekly prizes were awarded for 6 months, followed by a grand prize drawing for a new car (or \$20,000 cash), drawn from all eligible entries received at RollingStone.com's website and other Game Room co-op participant's sites.

Results: RollingStone.com generated a large amount of traffic to its website and thousands of entries per week, with plenty of merchandise and subscription sales achieved.

Interested in meeting these providers or other ones? Call the MarketingDeptNYC today!

About the MarketingDeptNYC (MDNYC)

Today's economic realities call for smarter, more streamlined ways to get work done. The MDNYC represents an exclusive network of several dozen, hyper-talented marketing firms to handle your marketing needs--better, faster and for less. We provide free needs analysis, and like marketing matchmakers, we leverage our long list of relationships to successfully pair businesses with the best-in-class provider to meet specific needs, within the means of virtually any budget. Introductions to qualified companies are absolutely free of charge. Pay only for the cost of their services, at rates well below those of the agencies. Our services are free to you because we are compensated by the providers in our network.

Our services includes the following practice areas and more:

- **Marketing strategy, planning and development**
- **Creative development** (all mediums)
- **Promotions, Sweepstakes and Contests** (online and offline)
- **Media planning and buying** (all mediums)
- **Public relations**
- **Customer relationship management** (fulfillment and call centers)

MarketingDeptNYC • Matching businesses with best-in-class providers
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Visit www.marketingdepartment.com for more information.

Call us at 212-772-6992 or email us at Info@marketingdepartment.com for solutions to your outsourced marketing needs.

Best Regards,

Michele Harris
President & Chief Matchmaker

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