



Marketing Marvels

How do you make a difference in today's competitive environment and brutal economy? Find the answers in our special summer double issue of **Marketing Marvels**. We've compiled our best tips to offer business insight and value and share effective marketing techniques you can implement in a slow, sweaty Summer so you don't Fall behind.

Business Insights

Marketing Strategy: Internal Audit

A slow summer is the best time to review the tools in your marketing arsenal. **Review** your marketing strategy, tactics and results. **Competition Analysis**. Who are your direct and indirect competitors? (Landscape changes every six months.) **S.W.O.T. Analysis**. Review your company's strengths, weaknesses, opportunities and threats. **Target Analysis**. Who are your best customers? Build a detailed model. **Tracking & Optimization**. What strategy works best to achieve the lowest cost per acquisition? Fine-tune your plans to stay relevant, maximize your budget and improve results.

Outsourcing: Bring in the Experts

Don't try to do it all yourselves. Stick to your core competencies. Build smart, effective, outsourced relationships that deliver results. **Track Record**. Does your service provider have relevant experience in achieving your objectives? **Core Competency**. What do they really do best? **Process**. What is their methodology? What are the steps involved and the deliverables? **Outsourcing**. What do they outsource? (Everybody outsources something!) **Reputation**. What do their clients say? **Chemistry**. Trust your gut.

Creative: Recharge Materials

A slow market is the best time to review assets and re-energize your materials. **Objective**. Does the creative deliver on your marketing goals? **Consistency**. Is the message consistent with your the brand strategy and other materials? **Differentiation**. Does the creative differentiate your brand from your competition? **Testing**. Has the creative been tested with the target audience? **Simplicity**. The message should resonate with your target instantly. **Tracking**. What's working best? Modify the creative for an effective 4Q campaign.





Media Planning:

Take time to research your target by demographics, psychographics, buying patterns and propensity to purchase to determine the optimal media mix. **Research** the best media opportunities available. **Define** objectives for geography, timing and communications levels. **Determine** metrics for success. **Negotiate**. Media agencies can get the lowest rates. **Track** results and make adjustments to improve performance. **Maximize** exposure through value-added opportunities. Consider "creative" guerilla marketing options for uncluttered exposure.

Trade Shows: Strategize for Maximum ROI:

Ensure your presence generates brand awareness, thwarts the competition and drives customer acquisition. **Pre-Event**: Kick off a direct response campaign to drive booth traffic. **Booth Graphics**: Be sure your brand message and unique selling proposition are evident. **Materials**: Are they accessible, presentable, and impressive? **Lead Generation**: Create a device to capture customer information and build your database. **Post-Event**: Follow-up with a self-mailer to exploit interest and incite sales. **Picks**: Go beyond industry shows to include events with tons of customers and no competition.

For more pointers on topics above, please view previous issues of Marketing Marvels archived online at <http://www.marketingdepartment.com/marketingmarvels.html>

What's New & Effective

How do create awareness, credibility and buzz on a limited budget?

Custom Book Publishing: Create your own or let our provider search through over 6M books in print to find the right marketing message to reach your audience. Customization options are unlimited. Realize the benefits of publicity, credibility and permanence.

Email Marketing: Utilize an application tool to send targeted e-mails and newsletters to selected recipients. Control the database. Easy to use, with full tracking analysis.

Public Relations: New firms join the network, offering b-to-b and b-to-c expertise in these areas: education, financial and professional services, food and beverages, healthcare, media, non-for-profits, package goods, publishing, technology, telecom and travel.

**Want to meet providers in any of the practice areas noted above?
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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 small, affordable, 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 our providers compensate us.

Our services includes the following practice areas and more:

- **Marketing strategy, planning and development**
- **Creative development** (all mediums: banner ads, CD-Roms, websites, brochures, direct mail, print, TV, radio, trade shows)
- **Media planning and buying** (all mediums)
- **Public relations**
- **Customer relationship management** (call centers and fulfillment)

Visit www.marketingdepartment.com for more information.

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Best Regards,

Michele Harris
President & Chief Matchmaker

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