



Marketing Marvels

How do you make a difference in today's competitive environment and economy? Find the answers in our January issue of **Marketing Marvels**. Our goal is to show you what's working now, offer business insight and share effective marketing techniques you can implement right away.

Business Insights:

Budget Development

A New Year means a NEW Budget! One of the most common issues plaguing marketers is how to develop the budget necessary to achieve their goals. How to assemble a budget? Budgets are contingent upon many factors. Be sure to consider the following:

1. **Objectives:** Establish quantitative financial targets (i.e., increase sales by 10%.)
2. **Goals:** Develop qualitative marketing aspirations (i.e., increase brand awareness.)
3. **Target Audience:** Analyze demographics, psychographics, buying habits; What is the cost to attain one customer? What type of programs and media will be needed to reach this audience? How many target audiences? What is the reach or "footprint" of your brand?
4. **Industry Category:** Is your category wide-open or cluttered? How many new entrants are forecasted for the coming year? How many entities will the industry support?
5. **Trends:** What market trends will fuel your product/services' success? Consider current, technological and regulatory trends.
6. **Competitive Threats:** What type of budgets do your competitors have? What percent of market share do they have? What type of marketing programs are they initiating to acquire and maintain it? What type of reach do they have?
7. **Product Attributes:** Where does your product/service lie within its life cycle? (Introduction, growth, maturity, decline) How many features and services are compelling and unique? Can they be marketed individually or bundled as a package? Do they appeal to more than one audience?
8. **Marketing Mix:** Determine the marketing plan components, including specific programs, media vehicles and materials.
9. **Resources:** Is your internal team able and available to implement all the components of the plan? Which elements will need to be outsourced? Are staff salaries and bonuses part of the marketing budget?
10. **Tracking Tools:** Necessary to provide management with data on successes and return on investment. What tools will be needed to track data for each program? Will new software/hardware need to be purchased?

Keep in mind, last year's budget is in the PAST. Events, opportunities, your competitors and the marketplace have changed. Make sure your new budget effectively accounts for the PRESENT and the FUTURE needs of your company.

MARKETINGDEPTNYC, INC.

Matching businesses with best-in-class providers

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www.MarketingDepartment.com



MATCHING BUSINESSES WITH BEST-IN-CLASS PROVIDERS

Success Story: Marketing Strategy & Planning

Client: Earthweb, a media network of 22 IT sites.

Challenges: Increase awareness and customer acquisition across Earthweb's network of online technology properties.

Approach: A marketing strategist in our network provided services including campaign creation, resource management, campaign assessment & refinement.

Results: Increased site traffic; Increased cross-traffic & network referring traffic; Increased customer revenue from site offerings.

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

What's New & Effective?

Marketing Strategist:

Stellar marketing strategist develops marketing strategies, plans and programs. Practice areas include Research, Strategy, Planning, Assessment, Development, Tracking, Advisory and Training. Clients include Fortune 500 Companies, Award-Winning Agencies and Next-Generation Startups. Projects include Optimedia, IBM, Earthweb, Fresh Baby, ABC.com, Symbol Technologies, Rubachem Systems and Verizon.

Project Manager:

Award-winning project management expert with proficiency in developing high-profile multi-million dollar projects. Practice areas include project concept, budgeting, asset assembly and evaluation, project scheduling, marketing and promotion for initial launch. Extensive background includes entertainment, technology, high profile brands, film, publishing and online. Previous projects include Gemstar, TV Guide, Warner Bros, Fox Sports, News Corp, DC Comics, AOL and Yahoo.

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

Propaganda:

About the MarketingDeptNYC, Inc. (MDNYC)

The MDNYC represents an exclusive network of hyper-talented marketing firms to handle your marketing needs--better, faster and for less. We provide free needs analysis, and like marketing matchmakers, we successfully pair businesses with the best-in-class provider to meet specific needs, within the means of virtually any budget.

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MATCHING BUSINESSES WITH BEST-IN-CLASS PROVIDERS

Introductions to qualified companies are absolutely free of charge, because we are compensated by the providers in our network.

Our services includes the following practice areas:

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

Visit www.marketingdepartment.com for more information.

New Contact Info

Please note our contact information has changed:

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226 E. 54th St., Suite 502, New York, NY 10022

(We're conveniently located in midtown, across from the Citicorp building.)

New Matchmaker on board

We proudly welcome **Lowri Rees-Jenkins, Matchmaker**, to our sales team. Lowri hails from the UK and will be working out of Long Island.

Pass It On

Find this information helpful? Forward this email to a colleague.

Call us at 212.751.5456 or email us at Info@marketingdepartment.com

Let us save you time and money and help you find solutions to your outsourced marketing needs. We look forward to the opportunity to contribute to your company's success this year.

Best Regards,

Michele Harris
President & Chief Matchmaker

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