



Marketing Marvels

How do you make a difference in today's competitive environment? Find the answers in this month's edition of **Marketing Marvels**. Our goal is to offer business insight and value and share effective marketing techniques you can leverage in your business right away.

Business Insight--Maximizing Your Trade Show Presence:

Is it worth the investment? It is, if you do it right. First impressions last. Here are tips for an effective trade show presence that will increase brand awareness, drive customer acquisition, thwart the competition and maximize your ROI.

- 1) **Exposure:** Show guide aside, maximize opportunities including website links and sponsorships.
- 2) **Pre-Event Invitation:** Initiate a direct response campaign to generate booth traffic; offer an incentive or giveaway to increase response rates.
- 3) **Brand Message:** Ensure your unique selling proposition is clearly reflected in your booth graphics. Competition is fierce.
- 4) **Materials:** Are your materials accessible, presentable, and impressive? First impressions last.
- 5) **Personnel:** Staff your booth sufficiently; prospects will often walk before they wait.
- 6) **Lead Generation:** Develop a mechanism to capture customer information and build your database for future relationship marketing efforts. (Try a raffle!)
- 7) **Entertain:** Sponsor a lunch or private cocktail party for your best customers and prospects.
- 8) **Follow-up:** Create a direct response campaign to capitalize on customer interest and incite sales.
- 9) **Picks:** Attend not just your industry's top shows, but events where your customers are in abundance--and your competition are not!
- 10) **Optimize:** Find key learning through a post-show analysis to identify missed opportunities and make improvements for the next one.

What's New & Effective:

List Brokers: A full service mailing list broker joins the MDNYC. They offer superior list quality, service and price for all your direct marketing requirements. They provide mailing list solutions, email list solutions, list management services and more. Combine your list with an email campaign management tool for a killer relationship-marketing program that will maximize your ROI.

Client Success Story--Getting Results Through Direct Response Creative:

Client: KeyTrade

Objectives: Financial services client, KeyTrade, wanted to educate, engage and lead users to sign-up for an online investing account. Their goals were to build the brand, generate qualified leads through targeted creative and capture user data for marketing efforts.





Approach: A firm in our network created an integrated campaign to reflect a new brand image, capture leads and create strong direct response. The creative included television, interactive and print advertising, which led to a landing page to capture registration data. This data was then utilized for follow-up sales calls, an email and direct mail campaign.

Results: Account acquisition increased 30% in 3 months. Real time trades up 15% in 4 weeks.

Interested in meeting these firms or other ones? At no cost or obligation, call the MarketingDeptNYC today!

About the MarketingDeptNYC (MDNYC)

Today's economic realities call for smarter, more streamlined and cost-efficient ways to get work done. The MDNYC represents an exclusive network of over 30 boutique marketing firms to handle some or all of 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 provider to meet specific needs, within the means of virtually any budget. Introductions to pre-screened, 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 breadth of services includes and is not limited to the following:

- Marketing strategy, planning and development
- Creative development (all mediums: websites, interactive ads, email, CD-Roms, print, TV, radio, direct mail, trade show support)
- Media planning and buying (all mediums)
- Public relations
- Customer Relationship Management (call centers and fulfillment)

Visit www.marketingdeptnyc.com for more information.

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Call the MarketingDeptNYC at 212-772-6992 or email Info@marketingdeptnyc.com for solutions to your outsourced marketing needs.

Best Regards,
Michele Harris
President & Chief Matchmaker

