



MATCHING BUSINESSES WITH BEST-IN-CLASS PROVIDERS

How do you make a difference in today's competitive environment and brutal economy? Find the answers in our October 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 right away.

Business Insights:

Marketing in a downturn: PR to the rescue!

Marketing during a downturn is vital; nearly all case studies support this. How can you build market share with limited budgets and resources? A good PR firm can help you get ahead. Our top ten considerations:

- 1) **Marketing dollars are tight.** PR is the most cost effective way to maintain and build market share.
- 2) **Your competitors are bigger and outspend you in advertising.** PR, because of its low cost and high impact can level the playing field.
- 3) **Your product is the best--and nobody knows about it.** PR can get the word out in a more believable way than paid advertising.
- 4) **Your product isn't better than anyone else's.** PR can help set you apart and convince buyers to see you as the leader in your field.
- 5) **Management cuts your marketing budget.** PR can make up the shortfall, at a fraction of the cost.
- 6) **Management demands tangible results.** Publicity results can be monitored and measured.
- 7) **Traditional marketing isn't working anymore.** PR overcomes the skepticism that consumers have built up against paid promotion.
- 8) **Your competitors are getting all the good press.** PR can help reverse the situation.
- 9) **You need venture capital or are planning an IPO.** PR gains you the visibility to make both of these propositions more viable.
- 10) **You have a good story to tell.** Some organizations, causes, products and people have an inherent appeal to the media. Why not take advantage of it?

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?

Sound: Pump up the volume!

A new provider in our network provides outstanding sound recording, mixing and sound design for TV and radio campaigns, on-air promos, corporate communications, multimedia, books-on-tape and education packages. State-of-the-art facilities feature voice recording, ISDN, sound design and mixing, audio mastering, compression, file conversions, casting,



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on-site duplication and content delivery via their FTP server, and satellite uplink/downlink. Client successes include BTN, Fortune, HBO, and New York Life.

Public Relations

A new public relations firm joins the network, specializing in the media and technology industries. Cost-effective communications campaigns based on expert strategic planning and counsel. Client successes include AdWeek, AT&T Broadband, BDS, HBO, Hearst, ePhones and Interoute.

Client Success Story-Building a brand through PR

Client: MSNBC.com

Objectives: Raise awareness of the newly launched online news site www.msnbc.com, and position it as the leading provider of credible online journalism and the number one news website.

Approach: The PR firm in our network regularly promoted the site as the leading provider of interactive news. Extensive outreach was conducted to promote original and exclusive reporting generated out of the news site newsroom. Coverage associated with larger enterprise media events was regularly promoted, as well as their expertise in technology sector reporting.

Results: The site has garnered coverage in all major media as a provider of breaking news and superior journalism. It was rated the best online news Web site by Yahoo! Internet Life for 1999 and 2000 and has received awards for journalistic merit. The site has maintained its position as the leading online news Web site since January 1999. News stories and feature coverage were regularly secured in key media outlets such as The Industry Standard, The New York Times, The Wall Street Journal, CNN, NBC, The San Francisco Chronicle, CNET, USA Today, Adweek, ZDnet, CNBC, among others.

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

Propaganda:

About the MarketingDeptNYC, Inc. (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 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.

MARKETINGDEPTNYC, INC.

Matching businesses with best-in-class providers

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

Visit www.marketingdepartment.com for more information.

Classifieds:

We're hiring sales professionals to join our innovative team. Know anyone who might be interested? Individuals should email Jobs@MarketingDepartment.com

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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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