



## 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 help you stay abreast of the current trends, offer business insight and value, show you what's working right now, and give you marketing intelligence you can apply to your business right away.

### Business Insight--Hiring an Outside Provider:

Bringing in an outside company to deliver on your marketing initiatives is challenging; what they produce for you is a direct reflection of your company. Here's a quick checklist to help you manage the process for a successful, long-term, relationship that delivers results.

- 1) **Background Checks.** Identify who will be working on your business. What is their background?
- 2) **Track Record.** What is their history? Recent client wins? Losses? Reasons for both?
- 3) **Core Competency.** What do they do best? No one company can be good at everything.
- 4) **Service.** What is their commitment to your business? Is there a management escalation plan?
- 5) **Process.** Do they have experience in what you are asking them to do? What are the steps involved? What can you expect after week one? After the first month? At the end of the first quarter?
- 6) **Outsourcing.** What do they outsource? Everybody outsources something.
- 7) **Value.** What is their action plan for your company? What are the metrics for success?
- 8) **Vision.** Where is their company headed? Does their vision coincide with your needs?
- 9) **Reputation.** What do their clients say about them? Do they have repeat business?
- 10) **Chemistry.** Creds aside, are you comfortable? Trust your gut.

### Client Success Story—Achieving Results:

**Client:** Dow Jones

**Challenges:** Build awareness and acquire new students for Dow Jones University, a series of online investment courses from Dow Jones.

**Results:** With only a month to launch, a PR Firm in our network decided the best way to reach Dow Jones' primary audience and garner the greatest amount of exposure quickly, was to utilize broadcast media first, followed by print and online. Working only with an embargoed release, they successfully placed a breaking story on CNBC that then led to stories in the Chicago Sun Times, San Francisco Chronicle, Newark Star Ledger and New York Times Online, among others. Once the consumer media bought into the concept of Dow Jones University, trade media jumped on the bandwagon. They were extremely successful in creating a media blitz, which resulted in a surge in enrollment that exceeded both class capacity and Dow Jones' expectations.

### What's New & Effective:

**Email Marketing.** Our streaming and interactive media services provider has developed this email marketing application which allows users to send an HTML-formatted e-mail message to a selected





group of recipients. Control the database. Easy to use, with all the tracking analysis you'd expect from an industry leading e-mail application.

**Public Relations.** To round out our PR practice area, two new PR firms join the MDNYC to. The first specializes in food services, package goods, special events and cause-related marketing. Clients include The Famous Amos Cookie Company, Keebler, Pioneer Electronics, Revlon. The second new PR firm's core competency areas include financial services, healthcare and travel. Clients include Mellon Bank, Open Business Exchange, Medical Edge, National Park Services and Away.com.

**Interested in meeting these firms or other ones? Call the MarketingDeptNYC!**

### **About the MarketingDeptNYC**

Today's economic realities call for smarter, more streamlined and more cost-efficient ways to get work done. The MarketingDeptNYC represents an exclusive network of small, affordable, best-in-class 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 connections and 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, boutique 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 are not limited to the following:

- Marketing strategy, planning and development
- Creative development (all mediums: websites, 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](http://www.marketingdeptnyc.com) for more information.

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Best Regards,

Michele Harris  
President & Chief Matchmaker

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