

Nuts & Bolts of Marketing

newsletter

sept/oct 2007

Marketing Myths & Realities

Myth 1 - Marketing and Sales should be handled separately

Reality - Marketing and sales are the yin and yang of your business. The success of one depends on the other. The sooner you embrace this notion, the sooner you'll be able to provide your customers with compelling reason to use your product or service.

Myth 2 - Big Marketing Takes Big Bucks

Reality - You can reach the right people without spending a lot of money. Know your audience. The key to effective marketing is targeting. Instead of mass mailing, try a focused approach. Determine your target and use the WIFM factor to get their attention. Use the internet for templates and low-cost printing or web options to reach them.

Myth 3 - Your Business Sells Itself

Reality - People need persuading. Competition is fierce and everywhere! There are a myriad of approaches to successfully market your product or service. The trick is to cut through the clutter and identify specific ideas that will work for YOUR business and speak to your TARGET customer with the tangible benefits of choosing your business over the competition.

Myth 4 - It Takes a Pro to get great photos

Reality - Stock photography is more affordable than ever! Pictures are worth a thousand words. Use imagery to create the picture you want your customer to see. Use the internet to get only the photos you need.

Myth 5 - People buy products

Reality - We actually buy solutions to problems. Let everyone know the benefit of your product or service immediately. Rather than just inform, engage the reader emotionally.

Myth 6 - If you print it, they will read it

Reality - People skim. Create materials that instantly engage. People tend to scan brochures in this order.
Visuals>Headlines>Chart & Graph>Captions>Body Copy

Myth 7 - Everybody loves Monkeys

Reality - Avoid trendy gimmicks; stay true to your business. Stay focused on your strengths and how best to communicate them simply and clearly. While the urge to use a "shfick" to reach your audience, most are annoying and forgettable.

Myth 8 - The More you say, the better

Reality - Stay single-minded; people want simple choices. When there are too many different ideas fighting for your attention, the central message can get lost. You're likely stricken with a case of "too many choices lead to no choice" disease. Stick to a single-minded message - a new product, a unique aspect of your service, a special offer.

Keeping It Simple and Work it!

*I am pleased to introduce
"Nuts and Bolts of Marketing"
Newsletter from browntown
marketing group.*

*We are excited to bring to you this
bi-monthly newsletter to inform,
persuade and move you to gain
understanding for Marketing,
concepts, trends and techniques
and get the most out of your efforts.*

*In this issue, we shed light on just
a few Myths and Realities that will
show you how positioning and
content will add value.*

*Also, we offer 10 easy steps to
getting the most of tradeshow
exhibiting...use these tips and you
will find that exhibiting can be
money well spent, just WORK IT!*

*Our hope is teach & technique you
into getting noticed and staying
noticed.*

*Helping you show off your brand,
Ly*

brown
marketing **town**
group

www.browntownmarketing.com

marketing

PROMOTIONS / TRAINING / EVENT PLANNING

Speak directly to customers and understand their needs.

We create innovative approaches, develop material, implement strategies, and track programs that maximize your position in the marketplace.

We offer workshops that help maximize your use and understanding of marketing strategies.

management

CONSULTING / ASSESSMENTS / PLANNING

Tools that results in clear communication and cost-effective project management

We will assess your current marketing program to determine where improvements can be made so your marketing attracts more customers and generates a greater return.

media

PRINT / WEB / EMAIL COLLATERAL / PRESENTATION

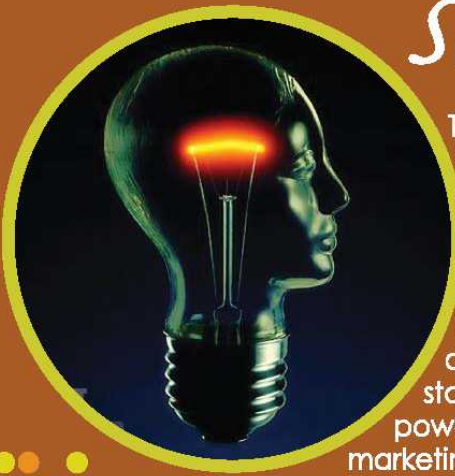
We develop advertising copy, layout and design; promotional campaigns and marketing collateral.

We write, update web content and offer enhanced web solutions.

Creatively combine print, online, and electronic communications to deliver powerful messages

www.browntownmarketing.com

Show-Time!!!



The key to great trade show exhibiting is marketing. Learn to avoid exhibitors' mistakes and increase your chances for a successful trade show exhibit.

Have an Exhibit Marketing Plan: Having a strategic exhibit marketing and tactical plan of action is a critical starting point. To make trade shows a powerful dimension in your company's overall marketing operation, there must be total alignment between the strategic marketing and your exhibit marketing plan.

Have a Promotional Plan: A significant part of your marketing includes promotion: pre-show, at-show, and post-show. Most exhibitors fail to have a plan that encompasses all three areas. Budget will play a major role in deciding what and how much promotional activity is possible.

Developing a meaningful theme that ties into your strategic marketing plan will then help to guide promotional decisions. Know whom you want to target and consider having different promotional programs aimed at the different groups you are interested in attracting. Include: direct mail, broadcast faxes, advertising, PR, sponsorship, and the Internet as possible ways to reach your target audience.

Get The Most Out Of Trade Shows!



see our
workshops!

- ✓ Understand your reasons for exhibiting
- ✓ Understand customer reason for attending
- ✓ Define your message
- ✓ Pre-Show Promotions
- ✓ Rehearse
- ✓ Lead Management
- ✓ Networking
- ✓ Get Physical
- ✓ Booth Rules
- ✓ Staff appearance
- ✓ Handouts, giveaways and drawings
- ✓ Engaging attendees
- ✓ At the end of the day
- ✓ Post show tips

