



# Directions

Leading You Towards Effective Marketing Solutions

## Friend, does your business need a marketing makeover?

### What is "marketing," anyway?

"Marketing" is a vague term, so it's no wonder that some companies don't know how to define it...or how important it is.

Marketing is everything you do with the goal of making a sale. Marketing is everything you've done in the past that has given the public a perception of who you are, and it's also everything you'll do in the future to make a lasting impression in the minds of those you want to buy your products or use your services. You could say marketing is the "face" your company presents to the public.

Friend, since marketing is what determines your company's "face," it stands to reason that it should be one of the most important parts of your business plan, right?

Unfortunately, many companies don't take marketing as seriously as they should. Since there aren't always immediate tangible *results* that management can see, quantify, and count, marketing frequently becomes a budgetary black hole that takes a back seat to more pressing issues.

Many times, marketing is the best way to bridge the gap between how you want your company to be perceived...and how your company really *is* perceived.

Ignoring the importance of marketing is a mistake...and it can be a costly one.

### Friend, give your "face" a marketing makeover!

👁️ Host a half day mini-seminar for your entire staff. Allow your marketing department or advertising agency to explain what they do and why it's important. If your staff sees management taking marketing seriously, they'll take it seriously, too.

👁️ Put together a focus group featuring your key demographics. It's almost a guarantee that at least one thing they say will surprise you! Basil Harris, Jr., Founder and President of MarketStreams, has high praise for the use of focus groups. "Well-run focus groups engage and enfranchise your customers in the ongoing success of your business. They enable rich dialogues on critical subjects with people who most often have the best information. And they send a strong signal to your customers that you are interested in their success as well as your own."<sup>1</sup>



👁️ Restructure your marketing efforts. Take a look at your business plan. How much of the focus is on marketing? Have you budgeted for direct mail, print advertising, PR? Statistics show that it takes up to *seven* mentions of your

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business name before it will register with a potential customer. Have you allotted the resources to make sure you're getting your name in front of people as often as you can? Make sure that you're paying the right amount of attention to the most important part of your business...your public "face." Review your business plan, and your overall budget, with the goal of placing as much importance on marketing as you do on the other parts of your business.

👁️ Try something new! If you've never done a variable direct mail program before, try one on for size. Direct mail programs provide an easy way to get tangible, measurable results. Example: Mikasa Bridal Registry program switched to personalizing their list mailers and enjoyed an 8.2% growth in response to their first mailer...and 14.8% with their second mailer!<sup>2</sup>

👁️ Why not take advantage of new technology to try an innovative and popular new marketing technique? Many companies are receiving increased word-of-mouth by implementing flashy, graphics-filled E-Newsletters, sent to their entire mailing list. Marcia Jedd, President of MJ Associates, says, "The



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good news is that the cost of Web development has come down. Dynamic Web sites with predictive features, or an e-commerce Web site with data-capture capability, aren't only for large companies with big budgets."<sup>3</sup>

<sup>1</sup>How To Run Customer Focus Groups Successfully by Basil Harris, Jr.; March 4, 2003

<sup>2</sup>Digital Basics by Frank Romano and Mohawk Paper Mills

<sup>3</sup>Six Ways to Increase Marketing ROI by Marcia Jedd; August 17, 2004

BEFORE



AFTER

Are these photos  
switched?  
-Ed



Business Direct Marketing is an advertising agency with clients who typically have multiple branches and thousands of dealers. We create highly personalized communications such as direct mail, POP, websites and marketing materials.

**strategic. creative. effective.**

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