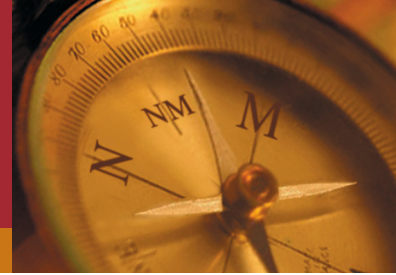


NM Marketing Communications

Point Toward Success.



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Eight Questions to Ask About Your Company's Marketing

www.nmmarketingbiz.com

Whether your business is marketing consumer products or selling business-to-business services, there is one thing that your business has in common with everyone else's. Your customers are saturated, inundated, overwhelmed by the deluge of advertising and marketing that lands on them every day. Some studies estimate the typical American is subjected to more than 30,000 marketing hits a year. That is more than 80 hits a day.

So how can your business blast away all that clutter? It starts with taking a serious look at how your business is getting the word out, and asking yourself some serious questions.

1. Do we believe in our product? If you're not committed to your product, or if you don't believe in your product, your chance of success at promoting it falls through the floor. Your belief, your passion, your commitment – or the lack thereof – will come through in everything you do, and your customers will pick up on it.

2. Are we consistent and regular with how we promote our product? One of the keys to successful marketing is consistency. Whether it's putting out the monthly newsletter, or making sure you always have fresh, memorable advertising, that consistency means you're committed to your product and your customers.

3. Do we have a clear benefit? This is perhaps the most obvious thing in the world, but you have to sell something your customers want. Find out what your customers want. Do the research. Then compare the results to what you're selling. Should your company invent a new product or service:

- a. Because it's easy for you to make or to get rid of some old inventory, or
- b. Because it's something your customers want and/or need?

4. Are we making our benefits clear? Some companies get excited about all the whiz-bang features of their newest gizmo, but they forget to tell the customer why those features are so cool. Benefits grab your customers' attention; features don't.

5. How are we positioned in our market? Markets can be crowded places. Every company must always be aware of its position with respect to competitors. Don't

tug on Superman's cape, and don't go up against a market leader on his own turf. Superior product and flawless execution are still doomed if your competitor is selling the same benefits for half the price.

6. Are we using as many avenues as we can? The possibilities for creative marketing are practically endless, from the basics like the Yellow Pages and newspaper to pay-per-click ads, direct mail, circulars, posters, packaging, and publicity. All of it is designed to put your company's name and products in front of your customer's eyes, make them want what you offer them. Can you think of marketing avenues that you're not using right now? If so, maybe you should use them.

7. Are our marketing materials attractive? Nothing turns off a customer faster than cheap, cobbled-together marketing materials. With everything you put in customer's hands, whether it's a brochure, a direct mail package, or your product packaging, how it looks says volumes about your company. Can you afford not to spend a little extra money on top-of-the-line design and packaging? No matter what it is, if it's not executed well, it's not worth doing.

8. Do we have the expertise in-house to put together and sustain a complete marketing campaign? This is a tough one for many companies. Sometimes the hardest thing is to look inward and make an honest assessment of your existing capabilities. If your answer to this question is not a resounding 'yes,' then you need to look to outside sources. If you already outsource your marketing, ask yourself how happy you are with the results. If the answer is not, "We're tickled pink!" then your company might be headed for the red. Consider alternative vendors.

Asking yourself these questions can help you put your company on the road to a thriving, effective marketing campaign, one that is assured to boost your bottom line. And isn't that why you're in business in the first place?

Make the Most of Your Marketing Communications Budget

If you'd like to know more about how an integrated program could benefit your company, give us a call at **847.657.6011**.
