Marketing You!

Notes:

Marketing is not an exact science

- different strategies/approaches work for different companies/individuals
- marketing is not just advertising; advertising is just a part of marketing, one of the tools used

Marketing "is" everything you do and "in" everything you do

- "Is": advertising, promotions, networking
- "In": identity, positioning, consistency

Stand out from the crowd, differentiate yourself

10 Affordable (Cheap) Ways to Market Your Business

10 "A Bit More Expensive" Ways to Marketing Your Business

- Advertise
- Direct Mail using data base/lists
- Premiums
- Brochures
- Web Site
- Promotions/rebates
- Sponsorship
- Trade shows
- Cold calling/telemarketing
- Attend industry specific conferences

Linda Coppolino • Ph 732.938.2095 • Fx 732.938.3217 • linda@littlehatmarketing.com
©2004 Little Hat Marketing & Design