



Marketing Minute

A monthly bulletin to friends & acquaintances of **IMPACT** Marketing and Public Relations, Inc.

Smart Marketing For 2005—Just A Plan Ahead

By Carolyn West Price

As hard as it may be to believe, another year is soon coming to an end. This is often a time of reflection and excitement--what did I accomplish in 2004 and what will I do differently in 2005...both business and personal?

For many business owners, such thoughts include soul searching about marketing. For that, the best place to begin is a review of your marketing plan. (If you don't have one, call me!)

In reviewing your plan, look at the following:

1. What worked well--meeting or exceeding your expectations?
2. What did not work as well as expected? Analyze why. Good places to look for "problems," especially with advertising is your frequency (did you run enough times?), your message (is it clear?) and your call to action (is it trackable?). Consider getting an unbiased opinion on this as well.
3. Consider new options that are available and any changes in the market for 2005.
4. For the tactics you choose to repeat because they worked well, consider if enhancing them in any way could further increase their response for you. Add color? Increase size of ad? Change incentive or offer to make it even more appealing?

Another suggestion for the new year is to really concentrate on how you are staying in touch with people you have already serviced or at least met. If you are not deliberately reaching your database (if you don't have one, that's step one), at least six times per year, revise your plan now.

Always remember, it costs at least five times more to get a new customer than to keep on an existing one and most customers stop doing business with a company because they feel unappreciated. What can you do in 2005 that keeps you in front of these folks AND makes them feel loved?

I surely hope my clients know how much I appreciate their business and their friendship...and let this public announcement be one more way I say thank you to each and every one of them.

Carolyn West Price is president of IMPACT Marketing & Public Relations, Inc., and a member of the practitioner faculty at Johns Hopkins University. She travels around the US giving workshops and seminars to business organizations. Contact her at 410-461-9398 or cwp@MilkYourMarketing.com

TID BITS

If you need to host a conference call with multiple people and your phone won't handle it, check out www.FreeConferenceCall.com. Friends tell me it works great...and it's free.

NEWS NOTES

MARK YOUR CALENDARS: On **Thursday, December 16, 2004, at 1pm**, Carolyn will repeat her December webinar, which attracted participants from around the globe. Register now for "**The 10 Cardinal Sins of Small Business Marketing**" by emailing Carolyn at cwp@MilkYourMarketing.com. The fee for this hour-long web/phone conference is \$59.

On **Thursday, January 13, at 11am**, she is hosting another webinar--"**A Bird In The Hand Is Worth... More Than You May Know.**" -- She will offer ways to nurture relationships with customers and referral sources who already know you, but may not be a priority in your ongoing marketing (and they should be). The fee for this hour-long web/phone conference is \$59. Credit card or checks welcome, payable to IMPACT Marketing.

CWP at JHU. Once again, starting in January, Carolyn will be teaching Promotions Management to graduate students at Johns Hopkins.

HAPPY HOLIDAYS & BEST WISHES FOR AN AWESOME NEW YEAR!

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