

MARKETING NEWS



LVisions is dedicated to assisting companies of all sizes with increasing clientele and improving customer relations through various marketing plans and strategies. Services offered:

- Marketing Plans
- Business Plans
- Website Strategies
- Marketing Collateral Content/Design
- Referral & Retention Programs
- Advertising/Media Plans
- Administrative services to support marketing plan

LVisions also offers project management for all types of projects. If we suggest it, we can implement it.



Hello and greetings to all. My wish is that this newsletter find you prospering personally, professionally and in good health.

I would like to take this time to offer some words of encouragement and to offer information that I hope will be of value to your business. As we face economic strains and stressors in our personal and business endeavors, we must find ways to stay encouraged and steadfast through the difficult times.

“If God gave you the Vision HE will provide Provision”.

I'm committed to being a resource for business owners to

help companies sustain the marketplace. As everyone is looking to cut costs and expenses lets make sure your services are not on the chopping block.

Not only **Now**, but at **All** times your clients should know the value of your products and services. A satisfied client will always stand the test of times.

Key Word: Satisfied Client.

How satisfied are your clients? What steps have you taken to make sure they are satisfied? As I recently shared with a group of women entrepreneurs, Good customer service is no longer Good enough. You must provide **STELLAR** customer service - That's Right - **STELLAR**.

Providing Stellar customer service is:

- Answering your phone properly (a welcome)
- Solving problems/issues timely (before sunset)
- Rewarding for referrals

- Acknowledging special days, etc.

Satisfied & Loyal Clients = Continued revenue stream

I challenge each of you to add two words to your everyday business conversation: Stellar & Excellent.

Having a spirit of Excellence will take you to higher heights and will win business you didn't think you could obtain. I've tried it and it has proven to be bullet proof through all adversities I've faced personally and professionally.

All great companies thoughtfully manage their client relationships and optimize their marketing dollars.

***Until next time:
Be Blessed & Prosperous,
Latrice***

Is Your Business Recession Proof?

Character Corner

A man should not be judged by the color of his skin, but by the content of his **character**. *Dr. Martin Luther King Jr.*

What is the content of your character? Are you dependable? Are you a man or woman of your words?

(Questions For Reflection)

As with any business and in any industry there will be Ups and Downs, the key is being prepared to weather the storm. I was challenged to create a plan to help make businesses recession proof. I immediately thought of the word "Value". No one is willing to do without or give up something that is of great value to them. As a business owner, you **MUST** position your product or service as one that can not be given up. I know you're asking yourself, well how do I create value? Its simple: Build strong relationships with

your customers. If they don't know you its easy to forget about you, in other words: They can give you up.

Here's a list of ideas you can implement to stay alive in a challenged economy:

- Continue to enhance your products/services
- Send free samples or trials packets
- Pay them a visit – this is not a sales call
- Host a customer appreciation event or send gifts. (usable logo items)

- Keep in touch through regular mailings (birthdays, newsletters, etc.), service calls and surveys etc.
- Create value packages of your products/services. Help them save money by bulk buying.
- Make it easy for your customers to do business with you, i.e. accepting major credit cards, online payment, etc.

Profiling your customers will help you to serve them better and position your business as value-added.

Taking “small” out of Small Business Ownership



Do Not enter into a mindset of trying to do it all

Operating as a small business owner often means wearing many hats. The owner finds him/herself trying to serve in every capacity imaginable, including being the receptionist, sales manager, attorney, marketing consultant, and yes, the accountant as well. In the beginning it may be necessary to perform all of these roles, but it should be a temporary state. You should do what you do best and let others do what they do best, and in the end

you will have the best outcome for your business. “You can’t grow the business, if you’re down in the trenches working the business”. The best way to help you get to the point of managing your business is to outsource. Companies small and large alike are finding that it is cost efficient to outsource rather than hire permanent staff. Outsourcing is affordable and effective. Using this method will allow you the opportunity to build valuable

partnerships with those that are experts in their field and position your business for growth.

If you want to reduce the stress of daily operations and reduce your odds of burn-out - consider outsourcing.

Having experts at your finger tips will prove to be a cost and time saver providing peace of mind.

Think Big – not small!



Where does your marketing plan lead you?

The Art of Networking

With no dispute—the information age has transformed the way we do business, but technology can not replace the value of face-to-face meetings. Having the ability to put a face with a name is more effective and binding when developing relationships. Get out and network! It may not always be a comfort zone. Remember - you never grow when you’re comfortable.

#1 Networking Tip: never give people your title initially. Tell them how you can help them and those they may know. Tell them what’s in it for them.

Strategies to help you avoid the common pitfalls of marketing

Marketing Dollars Down The Drain - Could or Has This Happen To You? You placed an ad and did not get one phone call. Possible reasons why you did not get a phone call (wasted money):

1. You did not ask them to call - “Call to action”
2. You did not give them a reason to call? - “What’s in it for them”

I could go on and on - believe it or not it is happening more often than you think.

Seek professional advice and/or assistance— seeking advice will help you save time and money. If you go at things with little knowledge or experience, you will pay a high price - often known as trial and error.

Planning & Scheduling your marketing activities— advertising at the wrong time and in the wrong place is an extreme waste of money. Be sure to place your ad at least one month before your peak buying season or event. Knowing your peak and off buying seasons is valuable information.

Market Research— it is essential that you know your customer and your competition. Without this information you can not properly create a plan to stay ahead of your competition. Don’t be left behind.

Marketing Plan/Budget— a lack of a strategic marketing plan and budget is a sure recipe for financial distress. If you do not properly position your product/service to your target market, your sales will suffer, thus creating financial hardship. A marketing plan is your roadmap to reaching your financial goal. Sales and marketing are best friends.

Defined Objectives and Goals— Did you map out your business objectives and goals for 2008? Are you on track? In other words: do you have a vision for 2008? Without clearly defined objectives and goals, you can not hold yourself or others accountable for failure, nor can you measure success.

6 Ways To Make It Great In 2008

- **Implement a referral program** (Must Have). Let your satisfied customers do the talking. This requires a database to track new clients
- **Implement a retention plan.** Once you get a customer, you must strive to keep them. It cost three times as much to get a new customer than to keep the one you already have.
- **Have a solid marketing plan** - Get your product/service in front of your target market (those that will buy).
- **Stay Relevant** - Do this by: rewarding and staying front of mind.
- **Set Quarterly Goals** - Don't set them and forget them. Make sure you measure, assess, and hold yourself accountable.
- **Network** - a very important part of doing business. Set aside time to attend events with like-minded individuals. This time will spark new ideas, create new business relationships, and open doors to increase sales.

Be Aware! Not all networking groups are created equal. Find those that fit your business style and personality and/or interests.



Key Questions You Should Ask Yourself

1. Do I have a plan of action that will increase business this year?
2. How will I keep my product/service in front of my customers and prospects.
3. How will I reinvest in the company?
4. Do I have a functional database? A functional database is one that helps you track your clients (current, new, and prospects). This database also assist you with regular mailings.
5. How effective is my marketing campaign?
6. Is my company keeping up with technology. Do I have an effective website. Can I accept payments online?
7. How many new customers can I expect from referrals and/or marketing activities?

The ability to answer these questions will help you to assess your current marketing plan or help you realize that you need one.

Marketing is essential to any and every business—it is not an expense, but an investment with expected return.

Take Your Business To The Next Level

Allow LVisions to become your marketing outsource provider. Here's how we can help:

- Provide out-of-the-box strategies to reach customers and increase sales
- Provide annual reviews
- Make sure your marketing collateral is effective
- Help to keep your marketing efforts aligned with overall company goals and budget
- Provide advice that will help to avoid the pitfall of marketing (wasted and misdirected funds)

Give us a call today to discuss your advertising and marketing needs or additional information on subjects covered in this newsletter.



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Special Offers: Call for details

Marketing Assessment/Review—This is a time to explore new strategies and review current marketing activities for improvement.

Customer Profiling—Define your target market and/or survey your clients



LVisions (Marketing Consulting)

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Partnerships & Resources You Can Count On

The following businesses have been tried and tested. They can be trusted and operate with integrity. If you need to start building your team of professionals this list is a good starting point.

Accounting

Smith Accounting
Debbi Smith (404) 607-1023

Administrative Support

Administrative Professionals Solutions
Andrea Flakes (404) 805-3137

Assisted Living Care

Grace Oasis
Sarah President (770) 616-7758

Bronner Business Institute (BBI)

Networking & Entrepreneurial Classes
www.nhbbi.org

Carpet Cleaning

Fidelity Carpet Care
Victor Geer (678) 231-5244

**Christian Women Business
Networking Group**

Together We Rise
Pat Snipes (404) 560-5280

Commercial Cleaning

We'll Do It Cleaning
LaCanne Herndon (770) 296-8560

Computer Services & More

Connectivity Enterprises, Inc.
Nathaniel Lewis (678) 469-7405

Graphic Design/Web Design

Interlynk
Lynn Thompson (770) 755-5906

Land Clearing and Lawn Care

RaeFord Land Clearing
Vickley RaeFord (770) 578-1236

Logo/Marketing Items

Creative Advertising
Michael Carter (770) 947-9905

Meeting/Event/Party Space

LA Chic Lounge
Wendell Stemley (770) 577-9944

Mortgage Broker

Anointed Mortgage
Kay Kiadii (404) 298-5500

Music Lessons - Voice & Piano

Music On Wheels
Sandrea Burroughs (678) 697-4706

Personal Training

HB Fitness
Victor Arnold (404) 441-7536

Plumbing Services

Kendrick Plumbing
John Kendrick (770) 826-8213

Printing & Copy Service

Waymaker Printing
Billy Waymaker (678) 838-6991

Newsletter Printed By: Waymaker Printing