

MARKETING NEWS

Providing business owners with effective and cost efficient marketing strategies



WWW.LVISIONS.ORG

LVisions is dedicated to assisting companies of all sizes with increasing clientele and improving customer relations through various marketing plans with low cost 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.

Greetings: From The Desk of Latrice Murphy



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

During these turbulent times its important to remind yourself daily of those things that matters most. Here are a few things to help enhance your perspective and outlook.

- Be thankful for your health & strength
- Be thankful for family & friends
- Be thankful for love,

kindness, and joy

- Be thankful for vision

Cash flow is on the top of everyone's mind, but money can not buy any of the things I've listed to be thankful for. Try hard to focus on the positive and Don't Sweat The Small Stuff. Keep a positive attitude and stay determined to fulfill your goals. A set-back is not an excuse to stop pushing forward.

It's an especially critical time to connect with your customers to deepen the relationship and provide solutions to their problems. You must keep your finger on the pulse of your business. Tough times don't last always. Your customer will remember who was there to help them through the tough times.

Take this slow/down time to improve customer service and review processes for improvement. Start contacting your customers and prospects and continue your marketing and advertising activities even if it means doing so on a smaller scale/budget. The key here is that you can't afford not to continue your marketing efforts. Scale back and Do Not eliminate.

- Stay Focused
- Continue to Persevere
- Never Give Up

Thoughtfully manage your client relationships and optimize your marketing dollars.

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

Target Your Marketing Dollars - It's Your Time to Shine in 2009

When you reduce marketing dollars you reduce cash flow

This is a great time to review your sales activities and referrals for 2008. This activity will help to develop and focus your marketing strategies for 2009. Your customer database should be able to tell you how many referrals you received and from whom, provide top referring sources, and clearly point out your top selling product or service. This is valuable information to help effectively target your marketing dollars with the most opportunity to increase sales. Take the time to analyze this data. You will be glad you did.

Positive outcomes:

- Reward your top referring customers to encourage continued referrals
- Narrowed product/services perspective - enhanced focus during budget constraints

- Greater insight into activities that produced significant revenue

Two Things You Need To Do Now:

1. Get a mailing piece out - Introduce your product/service to prospects and reach out to inactive customers
2. Improve Customer Service - deepen your relationship with current customers

Mailings Get You Noticed

If you're mailing or thinking of doing a mailer - despite the urge not to continue your marketing efforts - **Now Is The Best Time!** It's the perfect time to get your mailing piece out. With less mail volume and marketing dollars in the mix, it is a great opportunity to get noticed. With the present economic conditions most

companies are electing to scale back and in some cases eliminate their mailing campaigns leaving this space wide open for you to shine. Do not miss this opportunity to get noticed. You must still do it great or risk wasting money at a time you can't afford to. Don't do it alone - get some professional help/advice. First things first: Clean up your database, get ride of duplicates, and make sure your customer information is accurate.

Great Customer Service is key

Build strong and deep relationships with your customers. Pay them a visit, create value packages that can help them survive the crunch, and keep in touch through regular mailings.

Happy & Loyal Customers = Continued Revenue Stream

It's Time For A Marketing Make Over!



Do Not enter into a mindset of thinking it's OK not to continue your marketing & advertising strategies

The current economy has everyone trying to figure out how to survive this economic storm on both levels: business and personally. Embrace this opportunity to improve your business strategies and processes. It's no longer business as usual. You must now be creative, relevant, and of value. Here are a few ways to make over your business.

1. **Attract customers by offering a discount or promo-**

tion. Make sure you do the numbers here to offer the best and deepest discount you can afford. Offer free samples - Be creative

2. **Implement an electronic marketing campaign.**

Send customer electronic discounts, e-newsletters, and useful information.

This approach will keep you front of mind with no postage costs. This strategy is an addition to your hard

copy mailings, not in lieu of. Hard copy mailings are still very effective.

3. **Develop a partnership (non competitive business).** Find a service/product that will complement your business. You and your new partner can now split marketing and advertising cost.
4. **Customer Service - Revamp it!** Do it well!

How Effective Is Your Website

A website is your business' public face. Big businesses can look like mom and pop operations and mom and pop operations can look like General Motors. The design of your website should not be taken lightly, its budget should not be an afterthought, and the designer you hire should be someone who understands more than code. Your Web-designer should be a multimedia-marketing advisor, someone who can counsel you how best to deliver your marketing message, and someone who can go beyond technical issues.

Does your website honestly reflect your business personality?

Does your website represent and promote your marketing objectives? Marketing is not sales. Marketing is about communicating who you are, what you do, and why you do it better than the other guy. Marketing is about image building, branding, and positioning, in other words, enhancing your business personality. Does your website honestly reflect your business personality?

L. Thompson, Interlynk

Register online for the next workshop, Website Boot Camp, at interlynk.com

Implement Your Marketing Plan on a Budget

Review your marketing plan and strategies then prioritize all strategies and planned activities in order of importance and ability to increase revenue in the short term. Make sure your strategies support your defined objectives and goals for the year.

You must continue your marketing efforts but you now may need to play a bigger role on the implementation side of the house. Make sure you are qualified to play the role. Your business image is extremely important and must remain effective and professional. There may be tasks you can bring in-house to save money. Be very careful when doing this - do a self assessment.

1. **Know your strengths** - these are the things you can do yourself until things pick up

- Make customer calls - connect with your customers and gain first hand information
- Connect with your suppliers/advertising partners - ask for reduced rates and prices

2. **Know your weaknesses** - these items you must outsource and continue to pay for.

Other Tips

- **Continue your marketing and advertising strategies** - Scale back (do not eliminate)
- **Save Postage** - outsource mailings and take advantage of bulk mail rates or break up the mailing into segments and mail in-house or send a postcard to increase website traffic
- **Consultant Review** - complete/update your own marketing plan and then have a marketing consultant review it for completeness
- **Hire an intern** - you will help a student gain knowledge and experience and they will provide you service at a low wage rate. **Win-Win!**

Marketing Strategies For Success

- **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. Keep the customer you have - Free of charge
- **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.
- **Customer Service** - Review current processes for improvement. You can not afford to do this poorly.



Complete Your Marketing Makeover

Marketing Assessment/Review

- Explore new strategies and review current marketing activities for improvement

Customer Profiling

- Survey your clients (gain insight into their likes and dislikes of your service/product)
- Deeper understanding of your clients needs (opportunity to cross sale)

Re-Define your Target Market

- Who are they, What's the median income, Where do they live/shop/buy, What is their buying behavior, etc. Narrow your target market (Bull's Eye) and increase sales.

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 improve customers service and increase sales
- Provide annual marketing reviews
- Review your marketing collateral for effectiveness
- Review your marketing efforts to align with overall company goals and budget
- Provide advice that will help you avoid the common pitfalls of advertising and marketing (wasted and misdirected funds)

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

Contact Information

Latrice Murphy, CEO

Mailing Info: P.O. Box 1556
Hiram, GA 30131

Phone: 404-545-1701

Email: lmurphy@lvisions.org

Website: www.lvisions.org

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)
P.O. Box 1556
Hiram, GA 30141
(404) 545-1701

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Call Today for your **FREE 30 MIN** Consultation.
Start the year with a plan of action and strategies to
increase sales and improve customer service.

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