

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 Lovelace



Hello and greetings to all. My hope is that this newsletter finds you in good health, in good spirit, and thankful for all things. As the curtain starts to descend on 2009, the stage is being set for 2010. When the director shout **ACTION** for the upcoming year, will you know your part, will you remember your line—will you be ready when the curtain ascend? My goal for this newsletter is to make sure you're ready for a stellar performance. There's four keys to winning an Oscar (Best of The Best)

- The perfect role (operate within your passion)
- The perfect cast (develop your team and/or advisory board)
- The transformation (be creative and innovative)
- A Stellar Performance (optimize your marketing plan and compel your targets to purchase)

The performance of a life time requires research, knowledge of your industry, knowing your competition, having a plan and being ready to provide Stellar Customer Service. Your style of customer service will make or break your business.

Get ready to compete & win an Oscar in 2010. In this case an Oscar is a successful, profitable, and well ran business. I'm aware that our economy has not been pleasant but look at it this

way—what don't kill you makes you stronger. Now make a better and stronger comeback.

Lights - Camera - Action !!!

Point to remember: the only time you should not have a marketing plan is when your going out of business.

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

Remember to join me in social media land.

In This Issue:

- Marketing 101
- The marketing landscape
- Social Media 101
- Measuring the effectiveness of your marketing plan

The Basics Still Apply - Marketing 101

Don't forget these basics during your creative moments

It's so easy to forget the basics while applying new techniques and using technology to enhance services, promotion, advertising etc. All will be in vain if you fail to apply the basics below:

- You must know your target market
- You must have a clear, concise, and consistent message
- You must create brand awareness
- You must have professional marketing collateral: business cards, website, press kit, brochures, etc.

The Business Card - Exercise Extreme Caution!

Every one have business cards these days and I'm amazed at how many are extremely ineffective. If your business card leaves a person confused and unimpressed - What's the point?

A business card is the first tangible item you will give to a potential client. It must be professional, of high quality, and can not leave room for questions about what it is you're offering.

Business Cards should not be:

- Flimsy/thin
- Hard to read
- Contain more than one business
- Handwritten on or strike throughs

These sounds pretty basic one would think. Pay attention to the next card you're handed and you'll see my point.

An effective business card contain:

Company name, logo, tag line/type of service/product, contact information (name, title, telephone number (s), mailing

address, email address, and website)

All Marketing Collateral Must Convey What's In It For Them!

Don't tell me its a great product/service but please tell me how I will benefit or how much I will save

Understand The 5P's of Marketing (normally 4)

- **Product/Service** - affordable, reliable, etc.
- **Price** - competitive within market area
- **Place** - strategically located within market (ground and/or online)
- **Promotion** - method of advertising, highlighting business, specials, and/or niche
- **Persuasion** - ability to sell the product/service (if you're not excited about your service or product - I won't be either.

The Marketing Landscape

Consult Advice: Knowing when and how to advertise appropriately can save you thousands of dollars. A great marketing plan includes activities in all areas listed below!

Areas	FREE	Minimal Investment (up to \$500)	Minor – Major (\$500 - \$10,000+)	Note
Databases Physical & Email	Build Your Self			Build from your personal contacts and networking activities (mailing list can be purchased - \$100+) Mailings and email blasts are very inexpensive
Social Media* (Most common listed)	Requires time and creativity			* Been around for some time now but many have avoided this avenue – Get onboard! Social Networks: Facebook, MySpace Business Networks: LinkedIn, Plaxo Micro blogging: Twitter User Generated: YouTube
Networking/Events Chamber of Commerce (up to \$500) Conferences (up to \$500) Networking Meetings (up to \$45) Trade Associations (up to \$500) Trade Shows/Exhibits (up to \$2K)				Its extremely important to continue your networking and face-to-face interaction activities. Social media activities is not a replace for in-person networking it is in addition to. Human interaction will never be replaced its how we build partnerships and loyalty.
Internet/eCommerce Blog/podcast site (up to \$100) Online Ads (up to \$300) Website (up to \$1000 usually priced per page) Webinars (up to \$200)				If you do not have a web site for your business – get one immediately! It's the first place of brand, image, research, and face of your business. If you do not have a website what does that say about your business? You Must Have A Web Presence!
Advertising Bill Board (\$700 - \$2K+) Direct Mail (2,000 piece - \$500 - \$2K+) Magazine (\$800 ¼ page – varies greatly) Newspaper (\$500+ - bus card size – varies greatly) Radio (up to \$2K) TV Ad (Commercial \$5K - \$10K – varies greatly)				This is an area to proceed with great caution – Although more expensive but great results can be achieved. You must know your target market, your timing must be precise and your budget must support repetition.

Get It Right The First Time

Just like your business, there needs to be marketing strategy built into your website. The more targeted your audience and focused your website, the more impact it will have and allow you to attract business! Having a friend or family member create a website for will do more harm than good to your business, unless they're an expert web developer.

Cutting back on your online presence (or not having a website at all) might not be the best option. If you have a limited budget seek out an expert to help develop your online marketing strategy, and advice to help get you started. If your budget doesn't allow for a professional web developer, hire one as a consultant to set you on the right path. Professional web developers are trained to present your business information artistically and effectively. Get it right the first time; a good web site can help your business grow.

6 Day Website-Boot Camp - Free

Give us six days, and we'll help you make a plan for a successful, content-rich website. That's the idea behind our new six day mini-course "Creating a Content-Rich Website."

Sign up for the free course Interlynk's website-bootcamp!

Lynn K. Thompson, an author, graphics designer, and web developer lends her expertise and advice in graphic design, web development and publicity. She has over 13 years of hands on experience as a web designer and has served as a publisher, editor, and publicist. Visit her online at LynnKThompson.com and website-bootcamp.com.

The Marketing Mix - Include Social Media

Your marketing plan should incorporate all avenues of advertising listed above. An effective marketing plan can be created on a wide scale of budgets. Mix it up and ensure your business is highlighted on every platform available.

As a businesses owner you must remain open to change and eager to adopt technology that will allow you to connect with the masses. Don't set your business up for failure by ignoring the evolution of technology and how it has changed the marketing landscape. Point in case: the phone book - if you're still paying for an ad here - STOP! (if your target market is the elderly, then you're in the right place).

Social Media - It's free but will require an investment of time and talent. This is an area that all business owners must embrace. Without your active involvement your business has the possibility of becoming extinct. Technology on all levels must be embraced and adopted to fit your business model. A social media plan/strategy should be a part of your marketing plan. It works! - traffic to my site has more than doubled.

Social Media points to remember:

- You must build credibility in relationships first
- Focus on value not sales (hard sales pitches are ignored)
- Drive traffic to your website, blog page, stress a point of view, share valuable information

Twitter (micro-blogging) - only 140 characters allowed per tweet. Keep it concise and to the point. Twitter allows you to connect with people with specific interests, services/products. It's a great method for "In the trenches" product or service research. People will offer their opinions openly and candidly. Each of the social media avenues have great benefits - use them to your advantage.

LinkedIn - a business platform for networking, job hunting, industry relationship building and sharing of business related trends/topics through group blogging and messaging.

Facebook - used for both personal and business. Be extremely careful to monitor posting if used for dual purposes. As a rule of thumb no matter what site you choose keep it clean and professional to avoid any misrepresentation of yourself and business.

Marketing Strategy - working & viable?

The key here is planning - during the planning phase of implementing a strategy or promotion key factors and metrics should be determined first to assess whether the strategy was a success. See key factors and questions to help determine if you should continue your strategy or abort.

Key Factors

- Duration of promotion
- Expected sales projections
- Sales goals
- Project/Promo timeline with key milestones and status checks
- Key targets
- Sales tracking system/reporting

Key Questions

- Did we achieve the desired sales
- Did we make a profit
- De we increase the client base
- Did we obtain valuable data/info to improve/enhance the product/service
- Did we gain brand recognition or penetrate the market
- Do we continue or abort? (status checks)



Marketing is essential to any and every business

it is not an expense, but an investment with expected return.

If you're in need of a resource please feel free to contact us and we will share dependable resources in the areas of: website design, accounting, printing, graphic design and more.

Check It Out!

New advertising concept:
www.microadvertisingpros.com.



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Measuring The Effectiveness

Steps to make sure the marketing efforts are measurable:

1. Understand the goals and objectives
2. Choose the correct marketing activity for the goal (example: want to increase site traffic - use social media)
3. Outline measurable components of the marketing activity
4. Decide on reporting format, frequency, and method (stick to it)

Regardless of metrics used, you must be committed to good reporting and data capture to validate outcomes.

Example: Direct Mailings

Measurable components: overall response rate, hits to landing page, cost of the effort, and ROI

Example: Advertising Effectiveness

Sales or profit generated by advertising activity

\$ marginal sales / \$ advertising activity

200.00 / 100.00 = 2 (doubled investment - **Effective**)

100.00 / 200.00 = .5 (**Ineffective**)

Program Highlights:

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

Customer Profiling - survey your clients to gain a deeper understanding of their needs to increase cross sell opportunities.

Narrow Your Target Market - an opportunity to increase sales and greater opportunity to understand buying behaviors and patterns.



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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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