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100% Effective Natural Hormone Treatment
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Easy Marketing Communications Planning Steps

By Claire Cunningham

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'Tis the season to be planning. Most business people are familiar with strategic planning. But what about your marketing communications program? Do you have a plan for that?

For those of you with marketing communications anxiety, here's a step-by-step guide to follow to create a plan.

- 1.Begin with the basics. Marketing communications involves what you say about your business (message) and who you say it to (audience). Start your plan with this information.
- 2.Solidify your identity. Define your logo and colors and use them consistently. Make sure they're on your signage, business cards, web site - anywhere you're seen by your audience. Invest in a professionally-produced logo. It will reflect positively on your entire operation.
- 3.Provide basic information. Every business needs a brochure and web site -- professionally-done materials that cover the basics, like products, services, people, facilities, etc.
- 4.Be visible. Most businesses need to attract new customers. Advertising, direct mail, publicity, trade shows, even the right promotional items are ways to stay visible.
- 5.Strengthen your ties with current customers. Keeping the customers you've got is often as important as attracting new ones. A regular newsletter, a client-specific section of your web site, and relevant information sheets can strengthen customer relationships.
- 6.Keep your sales force informed. Be sure sales reps and distributors know how you're promoting your products. A newsletter or IntraNet work well.
- 7.Set a budget. Establish a timetable. These will keep you on track throughout the year.

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How to Sell More Stuff to More People, More Often.

By Rothline

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So the goal is to sell more stuff to more people, more often? All you have to do is have all the tools the professionals use and put them at your fingertips.

You will need to get the best advice from a wide field of business and marketing experts.

Start building a library of sample business marketing plans that you can easily edit and/or export to your favorite word-processor.

Sales planning, forecasting, budgeting, management and strategies will need to be handled efficiently and effectively.

Budget all of your marketing efforts, and analyzes performance, provide a Break-Even Analysis and a Competitive Comparison Matrix.

Get a primer in advertising with advice on creative content and execution.

Get expert advice on every aspect of marketing communications, from advertising to trade shows.
Build a Marketing Communications Plan.

Master advertising and direct mail analysis, press releases, and co-marketing agreements.

Organize, develop, track, measure and control your marketing and advertising efforts.

That's all you have to do. And it's not that difficult, when you've got the correct software.

"Get the Software that makes it easy and possible to accomplish your goals."



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