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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**How Cause–Related Marketing Can Boost Your Bottom Line**

**By Karyn Zoldan**

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What is cause related marketing?

Cause related marketing is when your business publicly sponsors or donates money, time and/or services to a charitable organization. In the process of support or sponsorship, your bottom line benefits by the exposure and dedication.

Here are some tips to consider when choosing a "cause".

Make the cause related to your target market.

The last thing you want to do is offend your target market. Avoid causes that are political, controversial, religious, racist, sexist, and class–centric. To determine suitable causes, you might poll your employees or send surveys to a random sampling of customers offering gift certificates to a local florist or CD emporium. Lastly ask for feedback at your web site; people love to give their opinion especially for a worthy cause.

Think regional or local.

Supporting the well–being of Mongolian children is a good cause but it's not your target market. Shorewood Realtors is the largest independent Realtor company in Los Angeles County. The headquarters is in Manhattan Beach, California. They give a percentage of profits in perpetuity to the Manhattan Beach Unified School District. Realtors supporting schools is a great idea. This highly rated school district is one of the top reasons families want to buy houses and live here.

Believe in the cause.

Don't pick a trendy cause du jour. Research it and feel passionate about it. Think about the human–interest possibilities. Grace Geniusz, president of Goodness Gracious, Inc. donated 10% of after–tax profits to breast cancer research. A few years ago, experimental breast cancer therapies saved her life. She recently sold her company but previously formed her own foundation that donated to breast cancer related organizations.

Make contacts within the charity.

## How Cause-Related Marketing Can Boost Your Bottom Line

Get to know and schmooze with the board of directors and movers and shakers. Don't be an anonymous participant; remember this is about building business relationships. Encourage your employees to donate some of their time to the organization too.

Be consistent.

Follow through with your promise. If it doesn't work out the way you thought, give it another chance. Charitable organizations have a high turnover of volunteers and staff and you just might be the rock they need. The best way to get branded is through consistency.

Now get busy; the rewards of giving are a greatly enhanced byproduct to your business ethic.

### **Using the Internet to Boost Your Bottom Line**

**By Kate Smalley**

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The Internet is a powerful resource that, if properly used, can reduce your operating costs, stimulate sales and add to your bottom line. Research shows that the Internet is playing a greater role in the way small companies operate. It's also playing an increasing role in driving profitability for smaller businesses.

According to a recent study by ACNielsen and eBay, 51 percent of small businesses using the Internet believe it has helped them become more profitable. Fifty-eight percent of them report that using the Internet has helped their companies grow or expand, and 15 percent feel that using the Internet is necessary for the survival of their business.

#### **Boosting Your Bottom Line With Your Website**

An effective strategy for using the Internet to enhance your company's bottom line is to maximize your presence on the Web. More specifically, turn your Website into a virtual work horse for handling marketing/advertising, sales and customers service functions. Here are key points to keep in mind concerning these areas:

·Marketing/Advertising – A Website is like having a business card, brochure and advertisement in one powerful package. It's the ultimate marketing tool because it gives you an affordable, effective way to market your company -- worldwide.

Having an effective Website is also an easy, beneficial way to advertise your business. The advantage of using a Website as opposed to other methods of advertising is the difference between having an active or passive audience. People visiting your Website are an active audience, and are curious about what you're offering. On the other hand, print ads, telemarketers, or mass mailings are geared toward connecting with a passive audience. If your Website effectively provides information about your products, services and company, this can lead to sales.

·Sales – Many small businesses view the Internet as a powerful sales tool. In fact, 33 percent of small

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business owners use the Internet to sell goods and services online, and 43 percent find sales prospects online, according to the ACNielsen/eBay study. The good news is that your Website doesn't have to actually process transactions online to enhance sales. Your site can provide valuable product information and take online orders, and then complete the sale through the mail or at a retail location.

·Customer Service - A Website can help you reduce many basic customer service tasks you or your employees handle manually. By owning a Website, your office staff will spend less time handling faxes, mail and routine phone calls about your products/services, operating hours, location, directions, etc. Just think: If an \$8-an-hour employee saves just three hours a week, this could add up to more than \$1,200 a year. On top of that, you'll also spend less money on paper, printing, postage and advertising.

It is not a coincidence that more and more businesses are using the Internet to boost their bottom line.

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