



MARKET

Jottings

A newsletter directed to SMS clients and prospects to communicate topics of common interest.

Issue 5, Vol. 2

Want to receive more marketing tips, news, and info? Sign up for our e-jottings by sending an e-mail to anita@smsmktg.com with NEWS as the subject line.

Business slowdown: How should I market?

At various times during any company's life cycle, there comes a point when business slows. Perhaps the economy is sluggish, a product/service is out of favor for a time, a competitor has swooped in with a better offering, or it's just summer when things tend to grind to a halt for many. Inevitably, the question arises of whether or not to continue marketing. Budgets may be tight, so the decision is a big one. Is there an easy answer? Of course not. Each situation is different. But here are some things to take under consideration:

Competitors. If your competitors continue to market heavily while your company doesn't, your company may be forgotten. Similarly, if your competitors have slowed their marketing, this may be a good time to stand out and get noticed.

Return on Investment. If you're not getting a strong enough return on your marketing investment, it may be time to use different marketing tactics. Always keep an eye out for new ways of getting the most for your money.

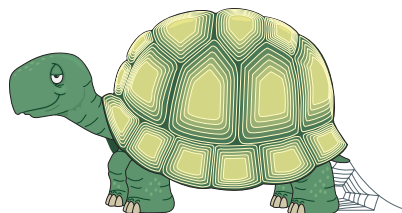
Save Money. One way to save money without totally cutting your marketing budget is to remind your customers that you appreciate their business and would appreciate them passing your name to others who may need your business. Additionally, try to contact some

customers you haven't heard from in a while and see if you can meet their needs in a new way.

New Markets. Perhaps there's a market of potential customers out there that you never even considered trying to reach. Working with focus groups, reading a variety of trade magazines, and getting involved in business networking events can all help uncover potential new markets to target.

Publicity. While not free, nor even guaranteed to generate positive interest, getting publicity from the media and internet sites can be a great way to spur business, at a reasonable cost to you. Since many companies already have publicity plans, this may already be budgeted, but it may be worth considering new and different ways to try and get media coverage. Such things as contests, special product news, and even letters to the editor can bring some beneficial attention to your business.

For more information, or to speak to someone about your marketing, please call SMS at 856-697-1257.



Want a FREE, Objective Analysis of your Web Site?

Simply e-mail anita@smsmktg.com and request an analysis of your site. You will receive a complete review of your site with no obligation whatsoever.

We know many of you have burning marketing questions to ask us. Let the SMS Market Jottings Newsletter quench the fire! Send your questions about marketing to anita@smsmktg.com or call us at 856-697-1257. Your answer might appear in the next Market Jottings issue.

Future Topics of Market Jottings

- ✦ The Rebirth of Video and What it Means to You
- ✦ The Ins and Outs of Publicity
- ✦ How to Get The Most Out of Trade Shows
- ✦ Oldies but Goodies: Archiving Old Marketing Material
- ✦ ...and more. Don't miss an issue.

No Newsletter? Is now the time?

One of the major mistakes companies make is not communicating with their customers. Whether your company has five customers or 5,000, it's vital to tell them that you appreciate their business and you have something to offer that your competitors don't. Here are the five W's & an H to creating company newsletters:

Who: Current and previous customers and any other prospects that you have relationships with.

What: Helpful information, special promotion announcements, case studies, industry news, etc.

When: Variable based on costs and how much information you want to relay. At most, send one newsletter every two weeks; at least, one per quarter.

Where: Send newsletters through mail or e-mail and post them on your web site.

Why: Convey important information and remind customers that you want to keep in touch.

How: Some companies produce newsletters in-house, others outsource it. SMS produces newsletters for many organizations, and can work with you to create high-quality, engaging newsletters that will help you communicate with customers. For more information on SMS' newsletter production capabilities, or for more helpful hints and tips, please contact Anita at [856-697-1257](tel:856-697-1257) or anita@smsmktg.com.



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*Are you looking to
ignore your customers?
If so, don't bother
reading any further...*

