



# MARKET

# Jottings

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

Issue 7, 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](mailto:anita@smsmktg.com) with NEWS as the subject line.

## Budget PLANNING ▶▶▶

Football season is upon us, and inevitably, you will hear the words “keys to the game” and “game plan” tossed around loosely by announcers during any game you watch. Each coach on a team takes part in implementing a plan to find a way to beat the opponent.

A business should be no different. In order to succeed, your business needs to develop a marketing plan each year. In many ways, producing a marketing plan is a lot like preparing for a big football game. There’s a lot of analyzing, forecasting, and strategizing in each. Here are some guidelines for putting together your yearly marketing plan to tackle the competition:

- **Start by determining your overall strategy.** Do you want to expand your presence in your current marketplace? Do you want to enter a new marketplace? Do you want to try to get more business from current customers? Putting your strategy (or strategies) in writing and sharing it with your management team will give everybody a goal to strive toward.
- **Decide on tactics that you want to use.** Your tactics are what help you reach your strategy. To choose your tactics, take a look at how your marketing efforts performed last year. Are there tactics that you’ve been meaning to try, but haven’t yet? Now may be the time.
- **Set deadlines regarding when each tactic needs to be started.** If you know you have a new product launch or a trade show to attend in the spring, make sure

you begin to get your marketing materials prepared a few months ahead of time.

- **Allocate a budget.** It’s important to have a good estimate and upper limit of how much you want to allocate to marketing during the year. There are quite a few ways to determine your budget and no one way will work for each type of business.
- **Schedule your budget.** Plan what marketing programs you want to undertake and when; then you’ll need to determine how much money and what resources you’ll need available.

By following the above steps, you’ll be on the right path to creating your yearly marketing budget plan. During the year, there are several steps to take to maximize your new plan, including:

- ▶ Checking your plan frequently to make sure you’re still on course. Revise the plan if needed.
- ▶ Evaluating if your plans have all been properly implemented and evaluate how they have performed. Remember, some tactics will be longer-term and may not show immediate results while others will.
- ▶ Analyzing the competition. What are they doing better than you are? How can you improve?
- ▶ Setting the framework for next year. Once you make one marketing budget plan, you can adapt it for the next year. Write down what works for you, otherwise you may unnecessarily forget the good things or repeat mistakes when planning in the future.



Essentially, each business needs to plan and maintain its yearly marketing budget on a consistent basis. If not, you risk being unprepared, while your competition will be getting ready to steal some of your market share. If you want to win the game, it’s time to plan.

If you have any questions or would like to learn about how SMS provides free marketing budget planning for full-service clients, please contact Anita at 856-697-1257 or [anita@smsmktg.com](mailto:anita@smsmktg.com).

### Want a **FREE**, Objective Analysis of your Web Site?

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

**Questions about marketing? Send your questions to [info@smsmktg.com](mailto:info@smsmktg.com) or call Anita at 856-697-1257.**

# Press Releases, the "Write Way"

Receiving positive publicity in a magazine or newspaper can be crucial to your business, since prospects learn more about what you do from an objective source and customers rally around your good news. With so many media outlets, there are many opportunities to get coverage on your company, though countless other businesses are also looking to get coverage just like you are. Press releases are a good way of getting the attention of editors and writers, when done properly. Here are some steps on writing press releases effectively:

**Step 1:** At the top of the page, include "For Immediate Release", a contact name/address, date, and a headline that is brief but descriptive.

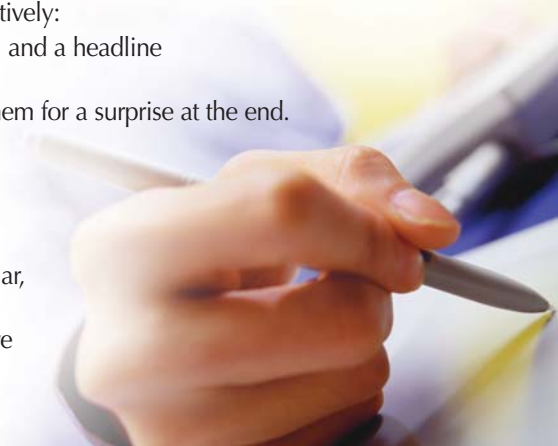
**Step 2:** Be clear and concise. Get your most important facts out up front, rather than leaving them for a surprise at the end.

**Step 3:** Avoid using adjectives, exaggerations, or opinions.

**Step 4:** Your news should be relevant, pertaining to interesting updates such as a new product announcement, recent hiring, important developments, etc.

**Step 5:** Follow standard guidelines. Include "-30-" at the end of your release so editors know where the end is; include a boilerplate statement about your company; and ensure that grammar, facts, and spellings are all perfect.

SMS provides press release writing and distributing services for clients of all sizes. To learn more about writing press releases or about how we can help you reach virtually any type of market via press releases, using our proprietary lists, please contact Anita at 856-697-1257 or [anita@smsmktg.com](mailto:anita@smsmktg.com).



P.O. Box 600  
Minotola, NJ 08341-0600



**Plan for a  
Successful 2007...  
Learn How!**



## MARKET

# Settings

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