

Prepare for Success in '08

January 2008

To kick off the New Year, DMA Solutions, Inc. is sharing a collection of marketing tips and tactics that we have seen first hand strengthen companies and build business opportunities over the years. Some are very basic, while others require significant consideration and planning. Regardless, the marketing tactics provided below are essential for companies who want to improve, evolve and grow their business, no matter the size.

MESSAGING

Does your company have a clear and memorable corporate message that identifies the company's competitive advantages, strengths, and value offerings? Does that message remain consistent through all mediums of communication?

TIP FOR 2008

The keys to good messaging are consistency and repetition. Set your sights on defining your company's key messages to communicate throughout 2008. Ensure they are present in all company communications, both internally and externally.

CORPORATE IDENTITY

How many different variations of your company's logo exist? Do you have brand standards in place to support the use of your logo?

TIP FOR 2008

Take a close look at your corporate identity materials in Q1 and streamline them to include one clean, concise version of your logo. Prepare a standards guide and distribute it internally to assist employees when preparing documents that contain the logo such as emails, Word documents, Power Point presentations, premiums, advertisements, packaging and signage.

ADVERTISING

Does your company invest in different forms of advertising? Are you getting the most bang for your advertising buck?

TIP FOR 2008

Review both print and digital advertising opportunities in 2008. Most industry trade publications and associations offer opportunities for both options at a reduced rate when contracted together.

PUBLIC RELATIONS

Are you communicating the latest news about your company to the press? How are you keeping the industry as a whole informed about your latest achievements, products and services?

TIP FOR 2008

Instead of waiting for the press to contact you regarding newsworthy information about your company, take a proactive stance in 2008 and submit a minimum of one press release per quarter directly to local and industry publications.

WEBSITE

Is your website up to date with the most current information about your company? Do your customers view your website as a valuable tool that they need to revisit in order to run their business?

TIP FOR 2008

If your website hasn't been refreshed in a couple of years, consider giving it a facelift in 2008. Update your site to include tools and information that will keep your customers visiting your website frequently.

VIDEO

Is your company taking advantage of the latest marketing technologies to communicate to new and larger audiences?

TIP FOR 2008

From sales meetings to tradeshow, video has many valuable uses to enhance your company's appearance and re-affirm your brand. Best of all, there are various video/digital options for budgets of all sizes.

E-MARKETING

Is your marketing department utilizing the latest in e-marketing initiatives to relay your company's message?

TIP FOR 2008

Design a new and interesting email for broadcast or create an online newsletter providing the latest in product and service information to current and potential customers on a regular basis.

EVENTS

Does your company have a plan to get more involved in industry events in 2008? How will you inform current and potential clients about your involvement?

TIP FOR 2008

Now that you've purchased a booth space for an industry trade show, don't forget to remind your clients to visit you while they are walking the show floor. Send an email before, during and after the event to welcome, remind and thank your clients for taking time out of their busy schedules.

COLLATERAL

Does your company produce adequate materials to aid your sales team in closing a deal or sharing new product information with existing clients?

TIP FOR 2008

Audit your current corporate brochures and collateral. Save a tree and recycle outdated brochures and refresh in 2008 by creating a simple, easy to read piece that can easily be downloaded from your company's website.

COMPANY COMMUNICATIONS

Does internal staff such as your sales team truly understand your company's value statement and readily communicate that message when a sales opportunity is presented? How are your sales professionals presenting themselves when visiting potential clients?

TIP FOR 2008

Host an annual kick off meeting and state the goals for 2008. Review your company's value proposition and familiarize staff members with the company website and available sales tools. If you plan to update your marketing and sales materials during the year, communicate that to employees during the meeting so that everyone is on the same page and relaying that information as "things to look for in 2008" to clients, press and the industry as a whole.

WE CAN HELP

DMA Solutions, Inc. is more than just a marketing firm. Working as an extension of our client's management team, we create customized strategies that enable our clients to realize their vision. With proven backgrounds in sales, marketing and advertising agency experience, DMA Solutions, Inc. is a seasoned team of professionals with comprehensive skill sets. We are committed to delivering business development and marketing solutions that have a positive impact on your bottom line. Whatever your company's marketing and business development goals, we can offer you our expert advice, partner with you to develop sustainable strategies and manage the execution from start to finish.