

Addressing vital business issues through multiple media channels will have customers asking for your promotional material

Bringing it all together

A business growth plan is worth far more than the sum of its parts

The highest marketing achievement is realized when a business establishes a firm association in a customer's mind between its trade name and its main product or service.

Consumers in general, especially business consumers, usually have room for only one "top spot" in any sales category. For your business, this means your customer must think first of *you* immediately whenever they encounter a need for your product or service.

Broaden the message and increase your marketing appeal

Your business will find its way into your customer's mind if its messages are *distributed* over a variety of media rather than overloading one particular channel (as in overly frequent email).

For the self-marketing business, the three essential marketing media are: printed sales messages, email communications, and release or syndication of web site content.

Marketing vs. Advertising

Media such as television and radio are not included, nor are magazine and newspaper ads that fail to contain a direct call to action for the customer.

It is vital to note here the relevance of marketing as opposed to advertising. Advertising may gain recognition for your business: marketing will engage customers in a two-way process that results in sustained business growth.

People don't usually look for particular commercials while they're listening to the radio or television. They don't turn the magazine or newspaper page hoping they'll find a sales message from you.

If your marketing program involves the distribution of information that addresses customer concerns and helps solve their problems, they will *ask* for your promotional material, which will benefit both you *and* your customer.

Essential marketing tools

Recent issues of *CoTangent* describe these essential strategy components:

1. [Newsletter](#)
2. [Intelligent direct mail](#)
3. [CSS web site design](#)
4. [Open systems web server](#)

(follow links for more information)

These methods can be used in succession or all at once to achieve eminence in your target market

Five examples of marketing synergy

The following mini-campaigns illustrate the combined effect of using any two of these four methods in concert:

1. Newsletter and direct mail

When customers sign up for your newsletter on your web site, ask them (optionally) to enter their postal address. If you plan to send direct mail in the future, this is a great way to build a mailing list while ensuring that you'll never send an unsolicited piece.

After you've emailed a few of your newsletters, send out a direct mail promotion to your customer list. You'll no doubt get a much stronger response than a competitor could hope to get from a rented list. Take this valuable opportunity to inform your customer of special offers and other sales incentives.

2. CSS layouts on open systems server

The free blogging software available on your open systems server is ideal for generating lots of keyword-loaded content to boost your search engine ranking in your target area.

With a CSS layout for these blog pages, you'll ensure that this content indexes efficiently with search engines like Google™ while keeping the same look and feel as the rest of your web site. This will establish your brand and image firmly in your customer's mind as you head toward the top of the charts.



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3. CSS for printed material

CSS is not just for web sites: it can also describe the design characteristics of printed media. This means that a CSS file for your web site can be modified to similarly format your direct mail or even your newsletter, reinforcing your brand and business image.

4. Direct mail and web site

These two novel direct mail strategies were explained in [Issue 02](#):

- Send an engaging or useful postcard with an autoresponse email address and/or web site URL on the reverse.
- Include a login and password to a privileged area on your web site in a standard direct mail promotion.

5. Newsletters on web server

As explained in the [last issue](#), previous versions of your newsletter can be exchanged for customer email addresses while you build up your customer base — this allows you to use *all* your newsletters, not just the current one, to keep drawing new customers!

Get ready to grow with a comprehensive strategy

Contact CoTangent today to create a complete marketing strategy uniting business technologies, quality designs, and consulting support to meet or exceed your goals for business growth.

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