



Monthly

AUGUST 2015

Marketing Morsels

Marketing Planning Should Begin With Consumer Centric Thinking*

If you have an unfulfilled marketing need, let's confront the challenge together in a no obligation meeting, in your office or over lunch, your choice.

How would we work together? Here are some suggestions:

■ **Public Relations** – Third party “stories” in the media can be a very effective marketing tool. The key to coverage success starts with written stories that the media recognizes as worth publishing. We can do this!

■ **Project Management** - Printing, Sales Promotion. Event details, etc. all have to be negotiated and managed. Delegate these tasks; then focus on your overall business. No extra charge for pride, enthusiasm and stress reduction.

■ **Marketing Planning** – Even if you have a marketing team, it pays to engage an objective experienced resource to **facilitate a marketing retreat**. It's YOUR plan, but a guided objective point-of-view can and will yield fresh



perspectives. It happens every time.

■ **Writing** – My tagline is **We Plan. I write. You Win.** You name it - brochure, ad, commercial, new tagline, PR spin, newsletter, etc. It all comes together, with a consistent customer-focused point of view.

■ **Out of town** – With today's technology, distance

is irrelevant. Heck, my web designer lives in Romania, and the art director for an on-going client works in Seattle, Washington.

In addition to serving satisfied Clients and teaching for Elizabethtown College, I spend an estimated 40% of my professional time voluntarily serving my community. That won't change, but I can still find time to work with you.

Are you ready?

Call 717-269-0288 or email ack@skylimitmarketing.com. No risk. Two heads are always better than one!

*Full disclosure – This month's morsel is a blatant commercial



Call Jack Cantwell at SkyLimit Marketing
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