

Monthly Marketing Morsels

FEBRUARY 2015

People Who Need People.

When we talk about marketing strategy, we usually express thoughts in terms of B2B or B2C.

But the reality for success today is to focus direction on P2P (People to People). This mindset of course means figuring out how to maximize a Social Media based marketing strategy. It's a good idea to increase your Social Media marketing knowhow.

No one likes to be "sold to". That's why successful marketers create useful "content" to aid customers and prospects in making their own informed decisions.

Space and word count limitations preclude telling long stories or sharing complicated rationale on Facebook, Twitter, LinkedIn, etc. But you can pique reader interest enough to visit a well-organized and informative website. This is a logical way to build your own P2P rapport. When it comes down to it, buying decisions are the result of the trust that starts with a solid P2P relationship.

Some inspiration for this month's Morsel message comes from my "book of the month" – *Social Media Explained* by Mark W. Schaefer. It's a quick and informative read.

Be a great February "People Person" and see if it bears fruit for your business strategy. Have a sweetheart of a month

Skylimit Marketing's extensive professional experience includes:

- Marketing Planning
- Copywriting for any medium (Print, Broadcast, On-Line)
- Public Relations
- Sales Promotion
- Media planning and buying
- Project management
- Social Media strategy
- Focus Group Facilitator

Jack Cantwell -
CLA Business Person of the Year.

Each client is different.
Each working relationship is different too.
There is no obligation to explore the possibilities.

Call Jack Cantwell at Skylimit Marketing **717-269-0288** for a free consultation.

You can also email jack@skylimitmarketing.com or visit www.skylimitmarketing.com

