

Monthly Marketing Morsels

MARCH 2015

You will not beware the ideof March if you follow this direction.

If you believe that change is good when appropriate, here's some good advice.
Change the way you approach marketing your business, from
a product oriented to a market oriented perspective.

Examples:

Product oriented – Home Depot. “We sell tools, and items for home repair and improvement”.

Market oriented – “We empower consumers to achieve the homes of their Dreams”.

Facebook – Which approach do you relate to?

“We are an online social network”. (Product oriented)

Or...

“We connect people around the world and help them share important moments
in their lives”. (Market oriented)

See the difference a pure consumer-centric perspective makes to doing business?

Consumer-centric IS the marketing oriented strategy.

Experience has taught me that the market oriented approach to communicating your
business gives you a much better chance of success.

Try it, you'll like it!

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 Sksylimit Marketing **717-269-0288**
for a free consultation.

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



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