



Monthly

MAY 2016

Marketing Morsels

Ok. We're in business, and intend to stay in business.

That means you reach your anniversary every year. So how can you turn this inevitable event into a marketing opportunity? Because of a recent project helping a client, I did some homework and share some thinking with you as you contemplate your next one. This is your May Morsel advice.

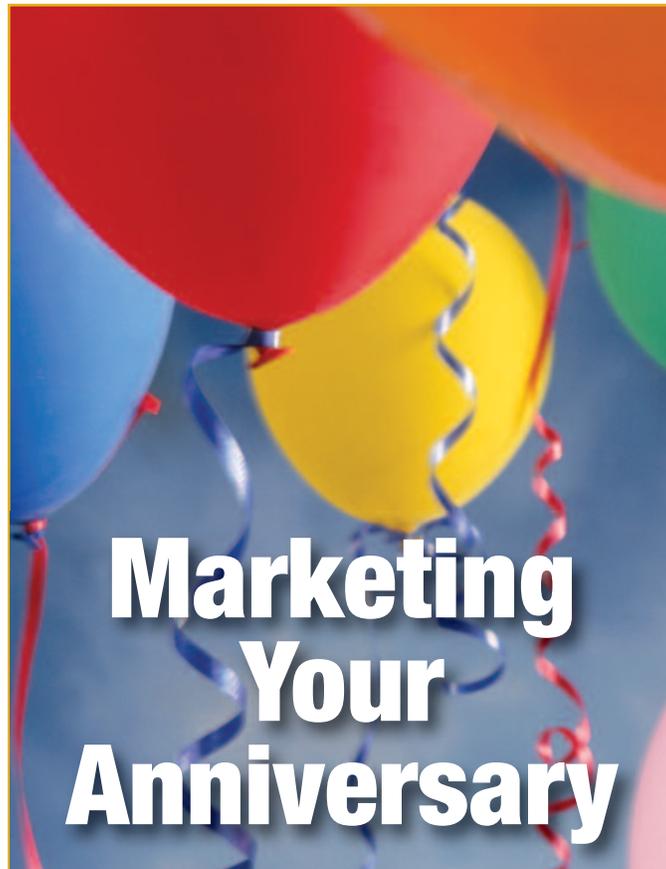
I found these five planning tips in an article recently published on cmo.com (one of my "go to" idea resources.) I've added my input to them:

1. Give Something Back –

You are celebrating your success. It could not have happened without the people you do business with, and the community where you are headquartered. This is a good time to find a local profit or charity organization, and make a donation as a "thank you" to your constituents and your community.

2. Create a time-sensitive experience –

Special offers with a deadline separate the promotion



strategy from the advertising strategy. This thinking belongs in your anniversary marketing plan.

3. Entertain your audience –

This direction is especially true if you have a retail location. Drawings, Family entertainment, maybe a remote radio remote, should all go into your thinking. You are not only staging an event, you're enhancing your reputation.

4. Leave a legacy –

Never forget you are part of a broader business community. Plant a tree, donate a bench, or sponsor a little league team. Create a lasting connection between you and your neighbors.

5. Throw a different kind of a party –

This builds on tip number 3. Let your customers enjoy surprises. Include your employees and staff in the fun. Make sure they are fully briefed...and thanked as well.

So – whenever it happens – Happy Anniversary... and make it a marketing success!



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

