

Monthly Marketing Morsels

JANUARY 2015

Get Engaged in 2015.

Engagement often leads to marriage. Budget conscious small businesses know that it takes a like-minded marketing partner to help you plan for success. Mutual trust and understanding grow with time as the marriage evolves.

My “business book of the month” is **Engagement Marketing** by Gail F. Goodwin, the CEO of Constant Contact. Goodwin focuses on the theme of finding **meaningful ways** to engage customers and prospects over the long term. The consumer focused message is more important than the number of followers you attract on Facebook, Twitter and other social media outlets. It’s like word-of-mouth on steroids (my interpretation) because the technology at your disposal can take word-of-mouth to the next level.

Goodwin explains the Engagement Marketing Cycle has three steps:

1. Deliver a WOW experience, so that customers remember your small business with a positive feeling.
2. Entice customers to stay in touch, including good use of email and/or social media
3. Engage people with tools like blogs, e-newsletters, and social media outlets to keep them interested and appreciative of the value of staying connected with you. All of this is cost efficient.

My new trade ad headline says “Jack Up Your Marketing Clout”. At the source, “Jack’s” goal is to continue to provide useful tips to help your company grow and enhance your own marketing clout through monthly Morsels and other lessons.

Best wishes for a prosperous and healthy 2015!

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

