

YOUR NEXT 3 STEPS TO BUSINESS SUCCESS IN MARKETING

UNDERSTAND



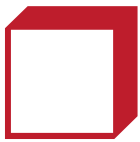
Who are you talking to and why is your product important to them? This will determine the language you use to your customer.

PLAN



Write a schedule based on campaign or by calendar. Put a day in your calendar to get those jobs you can pre-do, and schedule into your diary the ones that you can't.

REVIEW



Schedule in a review of your activity, did it meet your understanding of your audience, did it relate, how can you spend your money better next time?



WHEN TO CALL A PROFESSIONAL?

- When you don't have time to do all of these steps
- When you know that an expert would be able to give you a better return on investment with their knowledge and ability to 'get done'
- If you can follow steps, but just need someone to expert plan those steps for you.

PUSH PULL MARKETING

PR & EVENTS



Call Sheena
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