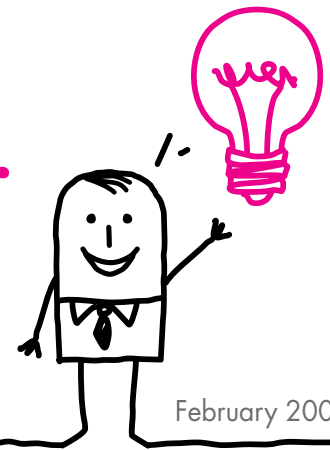


Marketing Shorts

Quick ideas with lasting results from The Idea Factory



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WHY DIDN'T I THINK OF THAT?

Whether creating content for email campaigns or newsletters, you might experience writer's block. Hey, it happens to the best of us. Sometimes, you just run out of ideas. But consider this: in a post at the Vertical Response blog, Janine Popick says you might be sitting—unaware—right on top of some great story ideas. Here are a few of her suggestions:

Put the spotlight on a happy customer. If you receive exceptional feedback for your product or service, consider an email message highlighting the praise. Make sure you reach out to that customer and ask if you may promote them on your site and in your email campaigns.

Talk up an event you hosted for your customers. One-way to boost attendance at your next soiree is to use photos and anecdotes to illustrate the fun you had at your last event.

Pick a holiday, any holiday. You don't have to limit yourself to heavy-hitters like Thanksgiving and New Year's Eve—why not a campaign geared to March Madness or April Fool's Day? Any holiday can be paired with any product or service. Hey, I've seen companies selling Botox for Valentine's Day!

The Point: It might be right in your own backyard. If you think you've run out of content ideas, never fear: with a little brainstorming, you might discover a great story right in front of you. Just look!

The Short List

5 Ways to Market Your Business During Challenging Times:

1. Go personal by increasing your personal networking opportunities.
2. Repurpose what you do instead of approaching people in the same way.
3. Go live by providing informational seminars and workshops related to your product or service.
4. Get your name in front of potential clients by donating products or services to groups or associations even if you're the only one give for that particular event.
5. Look for ways to partner with other professionals and develop package offerings of products and services.



1TH BIRTHDAY **THE IDEA FACTORY**
ADVERTISING & MARKETING