



**One-A-Day
Marketing
Vitamins**
50 vitamins

Hoover ink

Harry Hoover

Rx



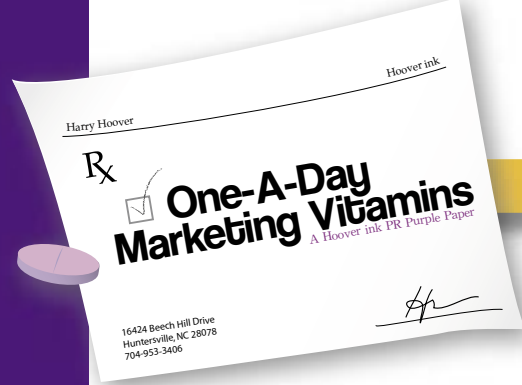
**One-A-Day
Marketing Vitamins**

A Hoover ink PR Purple Paper

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PR • Marketing Communications • Relationship Management



Is your business growing, or are you on a plateau in need of a boost to move up? It is best to have a positioning statement and a disciplined marketing plan. But sometimes, you just need something to get you off square one.

Below is my list of 50 marketing vitamins that you should choose from daily over the next month to get your marketing effort off dead center. Let's begin with 5 Multivitamins. If you don't use any of these other tips, use these:

- 1 Make a list of the 20 people who have most helped you in your business. Take each one of them to lunch over the next month.
- 2 Send handwritten notes to your best customers, thanking them for the part they have played in your success.
- 3 Develop a marketing calendar that lists all of your planned marketing efforts for the year in these categories: Direct Mail, Networking, Publicity, Advertising, New Products and Services, and Marketing Communication Materials.
- 4 Give a speech. If you need help with public speaking, sign up for Zipline, the e-newsletter I do for Ty Boyd, one of America's top presentation coaches. Even better, take one of his courses. Go to Ty's website to sign up or for more information.
- 5 Hold a monthly session with employees or associates to discuss marketing strategy and to solicit marketing ideas. Ask employees about what is happening in the field. Your customers often have the best new product and service ideas.

6 Consider starting a monthly e-newsletter. They are a great way to communicate with existing customers, showcase your expertise, and to remind contacts of the services you provide.

7 Solicit customer feedback. Call a customer at random just to thank him for the business he has given you, and ask how his business is going. Then, listen. Is he having problems with which you can help? Or, just ask a customer what you can do to help his business. Call some current clients and ask them why they hired you and how you could expand your business with them.

8 Develop a signature for inclusion on every email and ensure that all employees are using it. Here's mine:

Get Bottom Line Communication Ideas at www.hoover-ink.com
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9 Sign up with LinkedIn, an online network of more than 4.6 million experienced professionals from around the world, representing 130 industries. When you join, you create a profile that summarizes your professional accomplishments. Your profile helps you find and be found by former colleagues, clients, and partners.

10 If well educated business professionals are your target, consider becoming a sponsor on your local public radio station.

11 Read a marketing book. Go to the bookstore on my website – [www.hoover-ink](http://www.hoover-ink.com) – to get some recommendations.

12 Write and place articles in ezines. Check out EzineArticles.com for more information.

13 Sign up at my website – www.hoover-ink.com – to receive my monthly e-newsletter about marketing and PR.



14 Distribute news releases about newsworthy events. See my list of **33 reasons to do a news release**.

15 Set up a marketing and advisory group consisting of people you trust from outside your industry.

16 Consider setting up a local online web search advertising campaign. Check out **ReachLocal.com** for information.

Do what you say you're going to do and do it on time. If you do nothing else, this is the one that can make a real difference in your business and in your life.

18 Offer free samples of your product or service.

19 No matter what your business, you are an expert at something. Develop tip sheets that showcase what you know. Consider making a brochure out of your tips, set up a tips telephone hotline, or even do an e-newsletter providing tips.

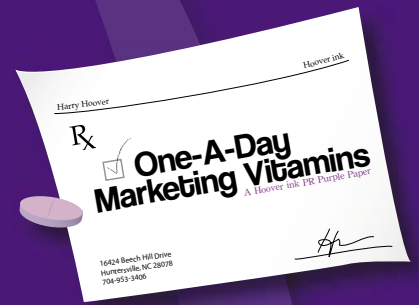
20 Get a college student who is in a communications program to do a summer internship for you. UNC-Chapel Hill has a very good internship program.

21 Write a letter to the editor or an Op-Ed piece to establish your expertise in an issue. Read my article on **writing Op-Ed pieces**.

22 Gather competitors' ads and literature to see what they are promoting, and how they are approaching their target market.

23 Hire a marketing consultant for a day just to brainstorm on your business and its opportunities. Do some homework beforehand and develop some guidelines for the discussion so that your day can be most productive.

24 Select a charity in which to be involved. Give money, time and the time of your employees. Focus all your efforts on a single charity to get the most bang for your buck.



2/5

Take two clients who don't know each other to lunch. Try to find clients who have compatible businesses and who you believe could help each other.

2/6

Use your clients' products and services and provide a testimonial that he can use in his marketing materials.

2/7

Ask your customers to provide testimonials. Here's a good one we just received for Ty Boyd's Excellence in Speaking course: "I now possess the tools to speak to thousands - but more important - to listen to one."

2/8

Develop a 30-second commercial and use it to introduce yourself and your business at every opportunity. It should say who you and your business are, what your company does, how you can help customers and should include an immediate call to action.

2/9

Conduct a free seminar for your target audience on your area of expertise.

3/0

Find a buddy. Select a business whose customers are similar to your own. You do a mailing to your list and include information from your buddy business, and your buddy does the same for you.

3/1

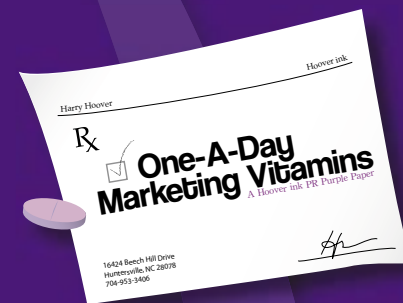
Ask your vendors if they have any co-operative advertising programs and then participate. When I worked with Levolor, we developed high end marketing material just for small, independent window treatment and interior design firms. And, there were programs to help pay for a portion of their media costs if they used the material provided.

3/2

Perform an online survey of your customers to find out what they think about you and your products. I use SurveyMonkey.

3/3

Review all of your stationery and collateral material, as well as your website. Make sure your message is consistent, and that all of your contact information is up-to-date. Ask yourself, "am I using this material?" If not, how could you use it more effectively?



3 4

Find an example of where you knocked it out of the park for a client and then write a case study about it.

3 5

So you can stay informed about your competitors and what they are doing, set up a Google online news alert about them.

3 6

Get involved in a professional organization like this one. To get the most out of an organization you can't just be a member. You must participate at a high level.

3 7

Enter prospect or customer names into your database.

3 8

Visit a competitor's website to see how he is positioning himself.

3 9

Use **Plaxo.com** to keep your contacts updated.

4 0

Write a sales letter and distribute it.

4 1

Call former customers to find out why they left you.

4 2

Place new information, articles or news releases on your website.

4 3

Set up lunch with strategic allies, prospects or customers at least two days per week.

4 4

Plan your networking calendar for the next week.

4 5

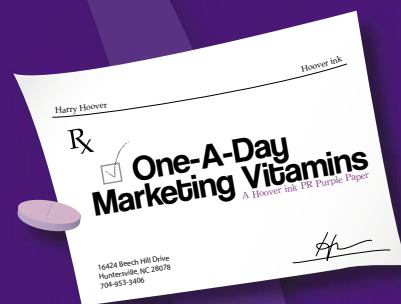
Develop ideas for a contest you could implement.

4 6

Plan a new customer service idea that would surprise customers and prospects. For instance, a men's store bought 200 umbrellas and gives them to people in their store if it starts raining. All they ask is for a name and address.

4 7

List your business with the free online telephone directories. These are typically the five most visited sites: InfoSpace, SuperPages.com, WhitePages.com, Switchboard, SmartPages.com.



4
8

Hire a secret shopper to see how your company handles prospect phone calls and emails.

4
9

Call your top 10 most satisfied customers and ask them for referrals.

5
0

Set up face-to-face meetings with your customers to tell them about new products and services you have added and how they could benefit them.

About Hoover ink PR

Hoover ink is a marketing communications firm with more than 26 years of experience in providing services to financial, high tech, real estate, tourism and consumer products companies.

We take a comprehensive strategic approach in developing a positioning and an actionable communications plan with clearly stated communications objectives that:

- prioritizes your audiences
- determines which messages - corporate and marketing - need to be delivered to which audiences
- evaluates the best communications methods for reaching each audience, whether it's an internal newsletter or an intranet, mass advertising or face-to-face communications

Once the plan is approved, we implement the necessary relationship management and marketing communications programs that will achieve our objectives.

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