

# Insightful Marketing

Smart Marketing Tips from Insight Consulting

July 2005

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**Are you making smart marketing investments?**



*"The entrepreneur always searches for change, responds to it, and exploits it as an opportunity." - Peter Drucker*

Have you been thinking about, talking about, or wondering about what to do to increase your customer base? Have you thought about doing a mailing,

**Hello!**

Welcome to Insightful Marketing!

In the past issues of [Insightful Marketing](#), we have presented the first nine insights for marketing your business. In ***Insight #10: Invest in Marketing***, we'll take a look at the value of investing in expert assistance to make the most of your marketing plans.

We value your suggestions! Please let us know of any topics that you would like to see in future newsletters.

Here's to your success!  
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- **Insight #10: Invest in Marketing**

enhancing your web site, or expanding your geographic area?

If you have answered yes to any of these questions, you have already made some commitment to investing in marketing your business. No matter how large or small the amount you are spending, you want to be sure to earn the best return on your marketing investment.

While you might think doing marketing yourself is saving your business money, if you don't get the desired results, you lose in the long run. Think about it: when need legal advice, you go to a lawyer and when you need tax advice, you go to an accountant. When you need marketing, why not go to a marketing professional?

In this issue of **Insightful Marketing**, we'll offer some suggestions about using a marketing advisor and investing in a marketing plan.

***Did you miss the last issue of Insightful Marketing? [Click here to view a copy.](#)***

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*"Take a second look at what appears to be someone's 'good luck.' You'll find not luck but preparation, planning, and success-producing thinking." David J. Schwartz, American Trainer, Author of 'The Magic of Thinking Big'*



In [past issues](#) of Insightful Marketing, we have discussed a number of insights to help you make the most of your business marketing efforts, ranging from "Starting with a Plan," to "Performing a SWOT Analysis," and "Getting the Most from Your Web Site."

You know that business success take much more than luck. And if you are like many business owners, you may have considered doing many of the activities mentioned -- but under the pressure of the day to day running of your business, you just didn't have time.

But there is good news: You don't need to feel that you have to do everything yourself. Experts can help you. And investing in the advice of skilled marketing advisor can prove to be money well spent.

#### **How can a marketing advisor help me grow my business?**

While it is important for your marketing advisor to be able to implement marketing tactics (designing brochures, creating web sites, etc.), a marketing advisor's first step in helping you make the most of your marketing investment should be ***creating a marketing plan for your business.***

#### **Why do I need a marketing plan?**

A marketing plan provides a blueprint for all of your marketing activities. A successful marketing

plan represents a fully integrated approach in which each element of the plan builds on every other element. By starting with a plan, you can uncover the most effective techniques to get your business in front of customers. And of course that's the bottom line for any marketing activity: grow your business and achieve a return on your marketing investment dollars.

**But I need to get started now! Won't waiting for a marketing plan just slow me down?**

Not at all. With the basic elements of a marketing plan, you can determine what marketing initiatives will be most effective for your business. These basic elements include:

- **Industry and Market Analysis** (including information about technology, geography, competitors, customer characteristics)
- **Marketing Strategy** (including objectives, branding, target markets, and company, product and market positioning)
- **Promotions Plan** (including a marketing calendar and recommendations for advertising, public relations, e-marketing, brochures, and direct mail)

If you are already an established business and are not seeking to enter new markets or to make a major strategic change of direction, you may benefit from using a **Quick Start** marketing plan.

Insight Consulting offers a [Quick Start Marketing Plan](#) that includes all of the key elements of the marketing plan described above, in an affordable, easy-to-use, bullet point format, fully customized to your industry and business.

For more information, please call me at 847- 252- 7445 or or email us at [info@insightactionimpact.com](mailto:info@insightactionimpact.com)

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