



Insight Consulting Services Newsletter

Practical Marketing Advice for Businesses

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Dear Peggy,

Thank you for the great feedback from the last newsletter!

I hope you find this newsletter valuable. Please let me know if you have feedback or suggestions for future articles.

At some time over the last few years, I met you through business contacts or networking. As always, if this newsletter is not meeting your current needs, please unsubscribe at the bottom of the newsletter.

Put A Wiggle in Your Marketing

Have you ever eaten Jell-O? I thought so. It was a staple at our Thanksgiving table. As a child, I thought the Pilgrims ate Jell-O at Plymouth Rock. Just kidding!



But, did you know that Jell-O is a marketing success story with lessons for the small business owner?

Jell-O was invented in 1845 but the product did not explode until 1906 when its owner invested in marketing. Jell-O developed its brand recognition through ads, pictures, posters, and billboards.

Over the years, the owners distributed over 15 million free Jell-O cookbooks. They gave away free Jell-O molds to immigrants arriving at Ellis Island. Celebrities included Jack Benny and Bill Cosby introduced many well-known slogans including "There's Always Room for Jell-O."

The product started as a small business idea in Le Roy, New York, now home to a Jell-O museum. Owned by Kraft Foods, 300 million boxes of Jell-O are sold annually.

Quick Quotes

"March 17, 1993, technicians at St. Jerome hospital in Batavia test a bowl of lime Jell-O with an EEG machine and confirm the earlier testing by Dr. Adrian Upton that a bowl of wiggly Jell-O has brain waves identical to those of adult men and women."

www.jellogallery.org

"The oldest currently registered domain"

name is symbolics.com, which was first registered in 1985. Other domain names registered in 1985 include Northrop.com, Xerox.com, and HP.com."

www.mashable.com



If a business does not invest in marketing, or is waiting for the economy to improve, who knows how much the business could have grown?



Standing Out

According to Mashable, between 1995 and today, the number of websites in the world has grown from 15,000 to 350,000,000.

Are you doing everything you can to help your business stand out in the very crowded digital world? Are you using video to drive traffic to your web site? social media to extend your brand? e-mail signature lines to advertise your business?

There are many affordable techniques that a business can use to maximize the value of their web site. Ask me how!

How do you keep in touch with prospects and customers? Please give me a call for a free consultation.

Sincerely,

Peggy Morrow
Insight Consulting Services
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