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Written by Candice S. Edye

Tuesday, 09 June 2009 11:54 - Last Updated Monday, 03 August 2009 22:24

Here are some great tools to get you thinking about your business.

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Permission Marketing



The idea of permission marketing is to increase the level of permission you are given by building a trust

- You have a loyal customer base that aren't tempted to go elsewhere because of cheaper price.
- You have a very good understanding of your customers and can anticipate their needs, offering them
- As your relationship with your customer develops and the level of permission given increases, over
- Customers that you have a personal relationship with are far more likely to generate word-of-mouth
- When you have someone's permission to market to them, they are more likely to pay attention to y

PR Basics



This mini-EBook includes:

- Writing a media release: what is newsworthy?
- Developing story ideas for media releases
- Traditional media release structure
- Writing case studies
- 5 tips for emailing media releases
- Should you follow up a media release?
- Tip: Use special days to get media coverage?
- Tip: Using a template for a social media release
- Make sure your PR campaign includes the new influentials

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- What to include in your event media strategy
- Creating a media kit
- Preparing for a media interview

Building a word-of-mouth campaign



What is word-of-mouth marketing? Simplistically, it's:

- Giving people a reason to talk about your products or services and
- Making it easier for that conversation to take place

We turn to people we trust first before we make a decision to buy a product. Our friends and family are s

Word-of-mouth marketing (WOMM) works for any size business in any industry. You don't have to have

WOMM allows potential customers to experience your product vicariously through other people before n

Traditional Media



The problem with traditional advertising is that it is expensive and most small businesses don't have the

By understanding the pros and cons of the different traditional media at your disposal you will be able to

- What type of campaign are you running?
- Picking the right media to use
- Suggestions for when to use the different types of direct marketing
- Using the size of your target market to determine media choice
- Essential elements for your promotional material - Finetuning your message, Planning for skim rea