



Marketing Solutions Online - Fact Sheet

How often do you ask yourself . . .

- How can I attract more clients and maximize my profits?
- How do I build a list of interested buyers and partners?
- What is the best way to motivate my clients to buy more often?
- How do I know my marketing dollars are not being wasted?
- Is my marketing strategy out-of-date? Do I have a system?

These are just a few questions you may be asking yourself as a business professional, small business owner, non-profit organization, or "Solopreneur". You may be wondering if you have the tools necessary to compete in a rapidly changing economy -- it is NOT business as usual!

Did you know that 95% of all your sales may be lost because of one mistake? That one mistake is not having a marketing system in place. The one-step approach to marketing and sales does not work – transforming prospects into clients with one ad, one email, one networking meeting, one radio spot, one flyer, or a static website does not work – transforming prospects into clients takes time, consistency, patience, and a reliable system. One-step actions do not work; a focused 12-Step Marketing strategy and system does work and will keep you and your business on track.

The problem is usually not a lack of motivation or willingness to work hard – the problem is not working smarter. The solution is what most business professionals and small business owners are missing: a set of proven strategies and tactics that allow you to greatly integrate and enhance your existing efforts and resources. The 12-Step Marketing Program is designed to help you develop a long-term strategy and system that communicates a clear and consistent business message leveraging your market and maximizing your profits.

Why Do I Need a Marketing Strategy? NO marketing, NO business! Marketing is a key component of running and growing your business, in addition it directly drives your overall business plan. It is critical to understand the importance and value of a consistent marketing strategy and system.

What is a Strategy? A marketing strategy is a high level organizing principle for getting your business message out, generating leads, closing sales, and decision making. Strategies are made up of one or more tactics – tactics are the ACTIONS we put in place to execute a specific strategy. For example, developing referral partners would be a specific tactic for a networking and referral building strategy.

ATTRACT ALL the Clients Your Business Can Handle . . .

Achieve greater impact through
creative marketing strategies.

Services to help professional business leaders develop and maintain an influential position in the marketplace.

BRANDING | DEVELOPMENT | MARKETING / PR | SOCIAL MEDIA

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What is a Marketing Mix? A marketing mix consists of two or more specific strategies. For example: Networking and referral building may be one of your chosen strategies to build your business, combine this with promotional events as a second strategy and you have a 'marketing mix', which may include online tactics as well as face-to-face interactions -- the trick is to integrate these tactics into a comprehensive and reliable marketing system.

What are the Benefits of a Marketing Mix? The new rules of marketing insist on maintaining a continuum of your most effective and least effective marketing efforts, a marketing mix will help you measure the results of your efforts. Each strategy is compared and measured for effectiveness, return on investment, and longevity. A marketing mix also allows you to reach your target markets in a variety of ways and at the right time.

Does this Include a Social Media Strategy? Yes. We have an effective 7 step process that will help you connect the dots that will enable you to deliver professional content across social media networks.

How Will I Benefit through Social Media? By utilizing today's technology, including new media tools, such as LinkedIn, Facebook, Twitter, and YouTube, instead of reaching a handful of people willing to talk about your business, now we are able to reach thousands, and sometimes millions of people each day within a minimal budget. We will help you leverage web-based communication for effective and profitable relationships.

What Does This Mean? This means the rules of marketing have changed forever! Your greatest asset is to understand what drives this new medium and how to integrate it into your overall marketing mix and strategy. If you have a story worth repeating -- bloggers, twitters, and podcasters, will be happy to repeat it for you, for free!

Do I Need Collateral Material? Yes, traditional marketing tools such as printed brochures, business cards, and product sheets are still relevant. However, depending on your business and industry these materials can be streamlined to be more effective, thus complimenting your online strategies and saving you thousands of dollars in the long-term.

Do I Need a Website? Yes, and No. This answer depends on your business and industry. Today, nearly all businesses have a website for a variety of purposes. Unless you know the reason 'why' you have or need a website the value and cost may need to be evaluated.

Ask yourself:

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| 1) What do I want to achieve for my business? | 6) Is my content professional, timely, optimized, and useful? |
| 2) Does my business really need a website? Why? | 7) Do I need a landing page? |
| 3) Do my customers use the Internet? If not, will they? | 8) How do I measure my website or blog traffic? |
| 4) Does my website generate leads? Is it database driven? | 9) Are there less expensive alternatives? |
| 5) What is the overall cost compared to other marketing activities? | 10) Should (can) I do it all myself? |

Why Do I Need a Written Plan? A deliberate marketing strategy will help to identify what your business hopes to achieve in the future. A good plan will address emerging trends and developments, set targets, and outline how your business will achieve these goals. A written plan will clarify your ideas, save you time and money, and clearly identify the direction your business should take to grow and sustain profitability over-time.

What Is the Benefit? Our program is geared to keep you on track and in control of your business goals and growth; you will have the information, guidance, and on-going support necessary for long-term RESULTS. The 12-Step Program is built on the assumption that branding, business development, marketing, social media and website optimization is not inherently a do-it-yourself prospect – you need a team of experienced and reliable experts that will keep you on track, keep you under budget, and keep you profitable.

How We Do It: The 12-Step Marketing Program is structured online as an on-going organizational, collaborative, and communication tool, a step-by-step format allows us to answer questions specific to your business, find solutions, evaluate issues, and implement systems that affect your overall business goals. Through a focused series of weekly and bi-monthly ACTION steps; custom analysis; 24/7 mentoring, and discussion forums we are able to help you develop a comprehensive marketing strategy and campaign with the resources and tools available and specific to your business – we never take a cookie-cutter approach when building you a turn-key marketing, sales, and lead generation system that will keep you on track and accountable to your business goals and dreams.

Invest in Yourself

No marketing, no business – it's that simple.

Invest in understanding and applying the strategies you need to succeed!

12-Step Online Marketing Program: www.brandingalacarte.com/program

[FREE TRIAL - 5-Week Mini Marketing Course!](#)



The Path to Doubling Your Sales Starts Here!

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