

Making Everything Easier!™

3rd Edition

# Marketing Kit

FOR

# DUMMIES®

## Learn to:

- Execute a successful marketing program from start to finish
- Capitalize on the latest online, viral, and guerilla marketing trends
- Create winning promotions and campaigns
- Boost efficiency with sample plans, worksheets, and Web templates on CD

**Alexander Hiam**

*Author of Marketing For Dummies*



# Marketing Kit For Dummies<sup>®</sup>, 3rd Edition

## Table of Contents

### [Introduction](#)

[About This Book](#)

[Conventions Used in This Book](#)

[What You're Not to Read](#)

[Foolish Assumptions](#)

[How This Book Is Organized](#)

[Part I: Tools for Designing Great Marketing Programs](#)

[Part II: Advertising Management and Design](#)

[Part III: Power Alternatives to Advertising](#)

[Part IV: Honing Your Marketing Skills](#)

[Part V: Sales and Service Success](#)

[Part VI: The Part of Tens](#)

[Icons Used in This Book](#)

[Where to Go from Here](#)

### [Part I: Tools for Designing Great Marketing Programs](#)

[Chapter 1: Boosting Your Business with Great Marketing](#)

[Finding Your Marketing Zone](#)

[Pinpointing Your Top Three Sales and Marketing Tools](#)

[Adjusting for the Economic Cycle](#)

[Tightening up for tough times](#)

[Taking advantage of a growth economy](#)

[Marketing Smart to Avoid Costs and Risks](#)

[Strengthening Your Marketing Skill-Set](#)

[Design, copywriting, creativity, and more](#)

[Artful persuasion: Sales skills to the fore](#)

[Quick skill-building tricks and tips](#)

[Designing Your Marketing Program](#)

[Product](#)

[Price](#)

[Placement](#)

[Promotion](#)

[People](#)

[Profiting from the Five Ps](#)

[Exercising Your Marketing Imagination](#)

[Reframing Your Presentation](#)

[The Five-Minute Marketing Zone Plan](#)

[On the CD](#)

[Chapter 2: Crafting a Breakthrough Marketing Plan](#)

[Auditing Your Marketing Activities](#)

[Evaluating your marketing focus](#)

[Evaluating your marketing scope](#)

[Auditing your marketing activities](#)

[Analyzing your management and control](#)

[Checking your creativity](#)

[Using Audit Results to Focus Your Plan](#)

[Formatting Your Marketing Plan](#)

[Writing Your Marketing Plan the Easy Way](#)

[Using the marketing plan template](#)

[Gathering information before you start](#)

[The outline used in the planning template](#)

[Developing Your Marketing Strategy](#)

[Basing your strategies on your core brilliance](#)

[Deciding whether to adopt a new strategy or improve an old one](#)

[Choosing your strategy](#)

[Setting specific objectives for your strategies](#)

[Running Goal-Oriented Marketing Experiments](#)

[Planning Benchmarks for Marketing Communications](#)

[On the CD](#)

[Chapter 3: Cutting Costs and Boosting Impact](#)

[Taking a Look at Low-Cost and No-Cost Marketing Ideas](#)

[Transit advertising](#)

[Publicity](#)

[Viral marketing on MySpace or Facebook](#)

[Low-cost display ads in online communities](#)

[Text messages — a new viral marketing frontier?](#)

[The classic flier — tried, true, and free](#)

[The informational booklet or brochure](#)

[The informational Web page or blog](#)

[Pay-per-click advertising \(keyword ads\)](#)

[Widgets, gadgets, and the like](#)

[Word of mouth or referral marketing](#)

[Events, parties, and charity fundraisers](#)

[Better looking basics: Stationery, business cards, and brochures](#)

[Asking for the business](#)

[Harnessing the Power of Information](#)

[Exercising Creativity: Ideas Are Free!](#)

[Narrowing Your Focus to Cut Costs and Maximize Impact](#)

[Focusing your marketing message](#)

[Focusing your marketing program](#)

[On the CD](#)

## [Part II: Advertising Management and Design](#)

[Chapter 4: Planning and Budgeting Ad Campaigns](#)

[A Practical Approach to Ad Budgets](#)

[Setting your ad budget](#)

[Planning your ad campaign](#)

[Adjusting the ad budget for a B2B plan](#)

[Tailoring Your Advertising Plan to a Specific Goal](#)

[Budgeting based on goals](#)

[Using an Advertising Objectives Worksheet](#)

[Preparing a month-by-month ad plan](#)

[Staying flexible throughout the year](#)

[On the CD](#)

[Chapter 5: Shortcuts to Great Ads](#)

[Following Do-It-Yourself Shortcuts](#)

[The tried-and-true visual appeal ad](#)

[Some basic ad templates](#)

## [Creating Ad Concepts for Fun and Profit](#)

[The mood ad](#)

[The wisdom ad](#)

## [Making an Impact by Using Visual Shortcuts](#)

[Using a beautiful landscape photo](#)

[Portraying an attractive person](#)

[Inserting a humorous cartoon](#)

## [Giving Postcard Marketing a Try](#)

[Using Web Pages as Ads](#)

[On the CD](#)

# [Part III: Power Alternatives to Advertising](#)

## [Chapter 6: Branding with Business Cards, Letterhead, and More](#)

[Who Are You? Establishing Brand Identity](#)

[Managing the Presentation of Your Brand Name](#)

[“Selling” Your Business Cards](#)

[Making a good overall impression](#)

[Deciding on design details](#)

[Who needs a printer when you have Word?](#)

[Designing Your Letterhead and Envelopes](#)

[Conveying your image through paper and print](#)

[Keeping visual control in faxes and e-mails](#)

[Maintaining Your Identity on the Web](#)

[On the CD](#)

## [Chapter 7: Creating Eye-Catching Brochures, Catalogs, and Spec Sheets](#)

[Considering Your Needs](#)

[The simple one-page spec sheet or flier](#)

[The multipage brochure](#)

[Catalogs and booklets](#)

[Becoming a Brochure Wizard](#)

[Brochure design considerations](#)

[Paper characteristics](#)

[Layout tips](#)

[Copy or print?](#)

[Color](#)

[Artwork](#)

[Photography](#)

[Clip art and stock photography](#)

[Crop and fold marks](#)

[Making Digital Brochures](#)

[Captivating Catalogs](#)

[Design considerations](#)

[Benchmark catalogs for your reference](#)

[The list factor](#)

[Spectacular Spec Sheets](#)

[Formatting your spec sheet](#)

[Ensuring that your spec sheet is up to snuff](#)

[Marketing with Booklets and Books](#)

[On the CD](#)

[Chapter 8: Planning Coupons and Other Sales Promotions](#)

[The Importance of Profit](#)

[How Promotions Affect Sales](#)

## Planning Coupon Programs

The basics of coupon profitability analysis

Coupon profitability analysis step by step

Testing multiple scenarios

Learning from experience

Ah, but did it work?

## Some Alternative Approaches to Sales Promotions

Offer free food

Give gifts

Offer rewards for repeat business

## On the CD

## Chapter 9: Spreading the Word with Newsletters

Why You Need a Newsletter

Examining the Elements of a Newsletter

Masthead and nameplate

Modules

Articles

Headers (like this one)

Type

Columns

Leading and kerning

Flow and readability

Size

Photos and artwork

Templates for Desktop Publishing

Measuring Your Success



## [Saving a Tree: Electronic Newsletters](#)

[E-mailing a Portable Document Format \(PDF\) attachment](#)

[E-mailing an HTML page](#)

[Sending hybrid e-mails](#)

[Blogs instead of newsletters?](#)

[Mailing a CD](#)

## [A Few Thoughts on Logos](#)

### [On the CD](#)

## [Chapter 10: Taking Advantage of Publicity](#)

### [Understanding and Using Publicity](#)

[Publicity versus advertising](#)

[Publicity versus public relations](#)

[When to hire a pro](#)

[Be newsworthy](#)

### [Developing a Media Kit](#)

[Assembling your kit](#)

[What about using your Web page as a media kit?](#)

[What's the hook?](#)

### [The Press Release That's Going to Get You Publicity](#)

[Getting a reporter to take notice](#)

[Making sure your release is "news ready"](#)

### [Pitching Your Release to the Media](#)

[Including a cover letter](#)

[Don't forget to follow up!](#)

[Dealing with rejection](#)

### [Creating Your Mailing Lists](#)

[Finding the names for your list](#)

[Opting to buy a list instead](#)

[Going Online: Web Publicity Tools](#)

[Sending releases to your e-mail list](#)

[Using Web press release services](#)

[Multimedia e-releases](#)

[Keep e-releases short and sweet](#)

[On the CD](#)

## [Part IV: Honing Your Marketing Skills](#)

[Chapter 11: The Customer Research Workshop](#)

[Talking to Your Customers](#)

[Auditing Your Customer Service](#)

[Performing a customer service review](#)

[Using the audit template](#)

[Surveying successfully](#)

[Analyzing the results](#)

[Using Experimentation as a Research Technique](#)

[On the CD](#)

[Chapter 12: The Creativity Workshop](#)

[Creativity's Impact on the Five Ps](#)

[Product innovations](#)

[Pricing innovations](#)

[Placement innovations](#)

[Promotion innovations](#)

[People innovations](#)

## Being Creative but Also Practical

Harnessing your creativity for profit

Not getting carried away

## Generating Creative Concepts

Revel in the irreverent

Force yourself to develop alternatives

Don't overplan

Identify your personal barriers and enablers

Incubate

Break it down

Compete

Record more of your own ideas

Look hard at your assumptions

Talk to ten successful people

## Managing Creative Projects and Teams

### On the CD

## Chapter 13: Writing Well for Marketing and Sales

### Avoiding Power Words and Phrases

### Writing Persuasively

If you don't want to write yourself

Engaging and persuading your audience

Straight facts or a little drama

Hybrid ads: Have your cake and eat it, too

### Getting Serious about Testing Your Copy

Checking your writing against screening criteria

Getting other people's opinions

[Creating options and picking a winner](#)  
[Evaluating for High Involvement](#)  
[Interpreting Your Ad Research to Select or Refine a Design](#)  
[Designing for Stopping Power](#)  
[Measuring stopping power](#)  
[After you've gotten their attention](#)  
[Applying Great Writing to Your Web Site](#)  
[A Final Check: Auditing Your Marketing Communications](#)  
[Create an Ad on Steroids](#)  
[Obtaining and Using Customer Testimonials](#)  
[Asking for testimonials](#)  
[Asking for specific testimonials](#)  
[Processing the testimonial](#)  
[Using customer videos and photos](#)  
[Explaining who the testimonial is from](#)  
[On the CD](#)

## [Part V: Sales and Service Success](#)

[Chapter 14: Mastering the Sales Process](#)  
[Walking through the Sales Process](#)  
[Getting the Most Out of Your Contacts](#)  
[Gaining contacts](#)  
[Utilizing your call center](#)  
[Exploring need-discovery techniques](#)  
[Making the Presentation](#)  
[Asking for the Business](#)

[On the CD](#)

## [Chapter 15: Closing the Sale](#)

[Relying on Practice, Not Talent, to Close the Sale](#)

[Realizing That Closes Aren't Only for Salespeople](#)

[Mastering Closing Techniques](#)

[The direct close](#)

[The trial close](#)

[The wrap-up close](#)

[The process close](#)

[The analytical close](#)

[The sales promotion close](#)

[The relationship-building close](#)

[Something Stinks! Passing the Prospect's Smell Test](#)

## [Chapter 16: The Sales Success Workshop](#)

[Improving the Flow of High-Quality Leads](#)

[Beefing up your marketing program](#)

[Getting creative when you still need more leads](#)

[Using Sales Collateral to Help Win 'Em Over](#)

[Sticking with good collateral](#)

[Avoiding bad collateral](#)

[Overcoming Sales Setbacks](#)

[The bounce-back factor](#)

[Retrained for success](#)

[Taking a Flexible Approach](#)

[Adjusting Your Interpersonal Style](#)

[Accommodating the introverted customer](#)

[Accommodating the logical customer](#)

[Accommodating the creative, free-wheeling customer](#)

[On the CD](#)

## [Part VI: The Part of Tens](#)

### [Chapter 17: Ten Great Marketing Strategies](#)

[Go for Market Share Now — and Worry About Raising Profits Next Year](#)

[Sponsor a Community Event](#)

[Find the Right Trade Show](#)

[Update the Benefits You Emphasize in Your Marketing Communications](#)

[Reward Large Purchasers](#)

[Tell Your Customers How You're Saving Energy and Materials](#)

[Allow Customers to Access You Easily](#)

[Introduce Products or Services at a High Price and Then Cut Price with Volume](#)

[Let Prospects Test You Out](#)

[Get Everyone Talking about You](#)

[Introduce a New Attraction Every Three Months](#)

### [Chapter 18: Ten Ways to Make Marketing Pay](#)

[Print It Yourself](#)

[Do More PR](#)

[Use More Distributors](#)

[Give More Product Away](#)

[Edit](#)

[Eat Out More](#)

[Slash Unproductive Programs](#)

[Invest More in Your Stars](#)

[Stage Events](#)

[Control Product Costs](#)

[Chapter 19: Ten Ways to Market on the Web](#)

[Experiment with Virtual Brochures and Catalogs](#)

[Have a Well-Defined Objective](#)

[Use a Power Name](#)

[Be outrageous](#)

[Be clear](#)

[Be polymorphic](#)

[Give Away Great Content](#)

[Minimize Your Load Time](#)

[Create a Sense of Community](#)

[Hold Contests](#)

[Add a News Feature](#)

[Take Advantage of Links](#)

[Bid on Key Terms](#)

[Appendix: About the CD](#)

[Software](#)

[Chapter files](#)

# ***Marketing Kit For Dummies®*, 3rd Edition**

**Alexander Hiam**



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## About the Author

**Alex Hiam** is the best-selling author of *Marketing For Dummies* and *The Portable MBA in Marketing*, as well as numerous books on management and leadership. He is the founder of INSIGHTS for Training & Development, which provides management, customer service, and sales force training to client companies throughout the world. He also designs and publishes training materials and curricula used by the in-house training departments of many companies and government agencies. You can find descriptions of his firm's marketing and sales products and services at [www.insightsformarketing.com](http://www.insightsformarketing.com).

Alex gives keynote addresses on topics ranging from marketing for breakthrough performance to effective leadership in business to how to negotiate with sharks. He received his BA from Harvard, his MBA from U.C. Berkeley, and was a full-time faculty member of the U Mass Amherst business school when his children were younger. Now he devotes his time to consulting, speaking, and running his own firm, where he often gets the chance to apply the principles of "streetwise" marketing himself as well as write about them for his many readers.

Alex's marketing-related consulting and training work includes leading product and branding brainstorm sessions, consulting on business and marketing planning, helping to motivate salespeople, and performing

communications audits for clients. When not at work, Alex sails his ketch, the Blue Moon, throughout the waters off the East Coast of the United States.

## **Dedication**

To the wonderful children who enrich my life and make me proud: Noelle, Eliot, Paul, and Sadie. And to Deirdre, the wonderful woman who makes it all worthwhile.

## **Author's Acknowledgments**

Thanks to my able staff and associates for all their contributions to this book and the Web site that supports it, especially to Stephanie Sousbies, who runs my business on a daily basis so that I don't have to and can write books instead.

Also, I offer many thanks to the great team of editors who I have worked with on this and earlier editions over the years, including Kathy Welton. Special thanks to Kelly Ewing, who helped make this edition clear and readable. A book like this takes a surprisingly large team to produce — see the upcoming publisher's acknowledgments for additional members of the team. My thanks to you all.

Finally, a word must be said about my readers. Thanks to all of you who have gotten in touch over the years to share your enthusiasm and great stories of marketing success! There are so many of you out there, working hard to bring about good results, often on a limited

budget. Your creativity, hopefulness, and professionalism are the raw ingredients of great marketing. I hope your associates, employers, and customers appreciate all you do.

# Publisher's Acknowledgments

We're proud of this book; please send us your comments through our online registration form located at <http://dummies.custhelp.com>. For other comments, please contact our Customer Care Department within the U.S. at 877-762-2974, outside the U.S. at 317-572-3993, or fax 317-572-4002.

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# Introduction

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What can you do today to boost sales, attract new customers, and retain old customers? Well, for starters, you can read this book and make a commitment to work on your marketing program! In *Marketing Kit For Dummies*, 3rd Edition, I provide information, resources, and tools for the active marketer, salesperson, or manager. Furthermore, you get the benefit of an accompanying CD-ROM that's chock-full of templates for making plans, sales projections, surveys, and coupon profitability analysis, to name just a few of the goodies I put on there for you.

## About This Book

*Marketing Kit For Dummies*, 3rd Edition, covers a wide range of subjects and offers a lot of help to anyone in business, including

- Simple, powerful templates and general rules for writing a marketing plan or ad campaign and budgeting your expenses

- A collection of advertising templates, brochure templates, and even templates for letterhead and business cards

- Insights on how to successfully close the sale through improved sales or marketing techniques

- A mini-library of professional photographic images for cost-saving designs



Plenty of ideas, examples, tips, and templates to make your sales and marketing materials look great — and function well, too

Neat marketing software I created to help you do the chores of good marketing quickly *and* well

Plenty of hands-on tools and activities — many of which I borrowed from high-level corporate training events and workshops — to help you boost your own performance in sales and marketing

I wrote *Marketing Kit For Dummies*, 3rd Edition, for all of you who want to take responsibility for any aspect of sales or marketing in your organization — whether that organization is a small one-person operation, a large multinational corporation, or a public sector or nonprofit organization.

*Marketing Kit For Dummies*, 3rd Edition, focuses on helping readers communicate better with customers. Whether person-to-person, through a letter, the telephone, a brochure, a Web site, or any other medium, your customer communications play a vital role in the success of your business. I've cued up an immense amount of information, resources, and templates to help you improve your customer communications and your overall business image. Have a peek at the contents of the CD to see what I mean! (But be sure to use this valuable CD — just a peek won't do — because using it correctly can make the difference between a profitable business and no business.)

# Conventions Used in This Book

When reading this book, be aware of the following conventions:

Web sites and e-mail addresses appear in monofont to help them stand out.

Any information that's helpful or interesting but not essential appears in sidebars, which are the gray-shaded boxes sprinkled throughout the book.

Whenever I introduce a new term, I *italicize* it.

CD files are numbered, with the first two digits designating the chapter they support and the next two digits indicating the order in which I refer to them in the chapter.

## What You're Not to Read

For those among you who just want to get down to business, you can safely skip the sidebars and still get all the info you need.

## Foolish Assumptions

I hate to make assumptions about people I don't know, but, dear reader, I did have to assume a few things about you when writing this book. Hopefully at least one of these assumptions applies to you:

You're a marketer, salesperson, or at least someone interested in marketing.

Your business isn't as successful as you'd like it to be, and you want to know how you can fix that.

You know what you need to do to improve your marketing program, but you want someone to walk you through the necessary planning and actions.

Or maybe you aren't sure what to do; you need to do some planning or develop a winning strategy.

## **How This Book Is Organized**

*Marketing Kit For Dummies*, 3rd Edition, consists of 19 chapters and a CD-ROM that has examples, templates, forms, and software organized to support and extend each chapter's coverage. Here's how I organized all this great information.

### **Part I: Tools for Designing Great Marketing Programs**

Things go better when you have a plan in mind. In marketing, this plan can be as simple as a back-of-the-envelope program using the Five Ps (product, pricing, placement, promotions, and people), which I cover in Chapter 1. Or it can be as complex as a detailed, systematic audit of all marketing activities, followed by a carefully written plan and a spreadsheet-based budget to

go with it. I cover all these options in Part I, and I include the templates needed to take the sting out of designing a good program that boosts sales and profits. In fact, this book's planning templates are easier to use and more professional than any of the software programs I have evaluated — and those all cost a great deal more than this book.

## **Part II: Advertising Management and Design**

Ads are often the key element of a marketing program, and in this part, I share insights, how-to tips, and tools to help you design winning ads for your campaign.

Advertising needs to start with a good plan and affordable budget, which I cover in Chapter 4. Then you have to actually design hard-hitting ads that draw attention to your message and produce leads and sales. These challenges are covered in Chapter 5.

## **Part III: Power Alternatives to Advertising**

Advertising is costly. In this part, I show you how to get your message across and generate leads and sales in creative ways that cost less than traditional advertising. Sometimes something as simple as a really well-designed business card is the secret to winning business and boosting sales. Newsletters, publicity, catalogs, logos and letterhead, and other marketing elements may also boost your sales. Check out this part if you want to save money

on expensive advertising or just to make sure that you're doing these essentials as well as you can.

## **Part IV: Honing Your Marketing Skills**

Some important skills are involved in doing good marketing. For example, you need to do market research to find out what customers want and how to sell better than your competitors do. And communicating well is obviously important in marketing, so I cover writing in this part as well. The star of this section is that secret ingredient that transforms ordinary marketing into the stuff of brilliant breakthroughs: creativity. I include a chapter that shares many of the techniques and tools from my firm's corporate creativity workshops to help you make sure that you get that special leverage that only creativity can provide.

## **Part V: Sales and Service Success**

Sales and marketing: That's what people usually say, separating these two intertwined activities in an artificial way. I don't really know where selling stops and marketing begins. In every successful business I've seen, the two activities work hand in glove to signal new customers to the door, serve current customers, and thank past customers for their business in such a way that they feel good about coming back again. So this part on how to do great sales is an important complement to the other parts of the book. Use it to make sure that

you're finding and closing as many good leads as you possibly can. Or use it to diagnose or improve any sales process, because there's often room for improved performance.

## Part VI: The Part of Tens

This part covers several topics that may give you winning ideas for your marketing program. Take a look at the collection of winning marketing strategies in Chapter 17 — maybe one of them will work for you! I also cover ways to cut costs and increase the return of your marketing investment in this part. And last but definitely not least, I've collected simple ideas for using the Web to boost sales and leverage your marketing program.

And don't overlook the Appendix, which explains how to use the CD, or the CD itself. It's attached to the inside back cover of this book.

## Icons Used in This Book

I occasionally use icons to flag certain passages. Here's what the icons mean:



This icon points out good ideas and shortcuts to make your life as a marketer easier.



Any information that's especially important and worth remembering gets this icon.