



Agencies & Marketing Myths

Marketing Know-How...Pure & Simple.

A Word about Agencies and Consultants

It's your business and where you choose to invest in growth strategies is up to you. Agencies and consultants are plentiful – many do great work while varying in cost and capability. An agency is going to hit you with a full blown (and often expensive) media plan that will keep their staff of talented artists, designers and copywriters busy. While the work is likely to be pleasing to the eye, it rarely focuses on driving business revenue. Consultants, on the other hand, like to analyze your business from top to bottom in an effort to gather information for preparing a nice, thick notebook of recommendations. It is left up to you to implement and execute the recommendations. This is an expensive and time consuming approach.

That's why we're different. Our focus is business revenue growth. If you're not selling, then all the advertisements and great reports in the world will not help. By applying our proven marketing expertise and know-how, you'll have a well-defined, strategic and results-oriented approach to your marketing. We want to help you grow your business – pure and simple.

Debunking Marketing Myths

Many companies have their own idea of what marketing is or is not. Our experience has shown us that there are many marketing myths that exist in the minds of business people that may actually be working against them. To address this situation, we are exposing the myths and spotlighting the truths of marketing.

Myth	Truth
Marketing is an Expense	Marketing is an Investment that Fuels and Propels your Sales Effort Engine; It pays a Return
Marketing isn't Necessary	Marketing should never be conducted Opportunistically and without a Well-Developed Plan; Conducting Business without Marketing will Result in Mediocrity
Marketing is all about Advertising	Marketing is Strategic and includes Integrated Components to Inform your Buying Audience about your Offerings; Advertising may only represent a single Component of Communication
Marketing is the same as Sales	Marketing Informs, Educates, Creates Awareness, Establishes Credibility and Preference; Sales Negotiates and Closes the Offer

Don't let these marketing myths stifle your business decisions. With the right marketing focus and energy, your business can grow profitably while achieving marketing excellence.