

Agencies & Marketing Myths

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.

Glitzy advertisements, pretty pictures and three-inch thick reports rarely drive business growth. That's why we're different. Our focus is helping businesses grow—through existing customers and acquisition of new clients. By applying our proven marketing expertise and know-how, you'll have a well-defined, strategic and results-oriented approach to your marketing. And, we'll implement and manage all activity on your behalf while you concentrate on your business.

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 <i>Fuels and Propels</i> your Sales Engine; It pays a Return
Marketing isn't Necessary	Marketing should never be conducted <i>Opportunistically</i> and without a <i>Well-Defined Plan</i> ; Conducting business without Marketing will result in Mediocrity
Marketing is all about Advertising	Marketing is <i>Strategic</i> and includes <i>Integrated Components</i> to inform your Buying Audience about your Offerings; Advertising may only represent a single Component of Communication
Marketing is the same as Sales	Marketing <i>Informs, Educates, Creates Awareness, Establishes Credibility and Preference</i> ; Sales Negotiates and Closes the Deal

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 success.

