

Making Everything Easier!™

3rd Edition

Marketing Kit

FOR DUMMIES®

Learn to:

- Plan and implement a successful marketing program from start to finish
- Boost sales, attract new customers, and retain old customers using the latest marketing trends
- Create winning promotions and campaigns
- Improve your marketing efforts with sample plans, worksheets, and Web templates on CD

Alexander Hiam

Author of Marketing For Dummies



Marketing Kit FOR **DUMMIES®** 3RD EDITION

by Alexander Hiam
*Author of *Marketing For Dummies**



WILEY

Wiley Publishing, Inc.

Marketing Kit For Dummies®, 3rd Edition

Published by
Wiley Publishing, Inc.
111 River St.
Hoboken, NJ 07030-5774

www.wiley.com

Copyright © 2009 by Wiley Publishing, Inc., Indianapolis, Indiana

Published simultaneously in Canada

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, except as permitted under Sections 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher, or authorization through payment of the appropriate per-copy fee to the Copyright Clearance Center, 222 Rosewood Drive, Danvers, MA 01923, 978-750-8400, fax 978-646-8600. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748-6011, fax (201) 748-6008, or online at <http://www.wiley.com/go/permissions>.

Trademarks: Wiley, the Wiley Publishing logo, For Dummies, the Dummies Man logo, A Reference for the Rest of Us!, The Dummies Way, Dummies Daily, The Fun and Easy Way, Dummies.com, Making Everything Easier, and related trade dress are trademarks or registered trademarks of John Wiley & Sons, Inc. and/or its affiliates in the United States and other countries, and may not be used without written permission. All other trademarks are the property of their respective owners. Wiley Publishing, Inc., is not associated with any product or vendor mentioned in this book.

LIMIT OF LIABILITY/DISCLAIMER OF WARRANTY: THE PUBLISHER AND THE AUTHOR MAKE NO REPRESENTATIONS OR WARRANTIES WITH RESPECT TO THE ACCURACY OR COMPLETENESS OF THE CONTENTS OF THIS WORK AND SPECIFICALLY DISCLAIM ALL WARRANTIES, INCLUDING WITHOUT LIMITATION WARRANTIES OF FITNESS FOR A PARTICULAR PURPOSE. NO WARRANTY MAY BE CREATED OR EXTENDED BY SALES OR PROMOTIONAL MATERIALS. THE ADVICE AND STRATEGIES CONTAINED HEREIN MAY NOT BE SUITABLE FOR EVERY SITUATION. THIS WORK IS SOLD WITH THE UNDERSTANDING THAT THE PUBLISHER IS NOT ENGAGED IN RENDERING LEGAL, ACCOUNTING, OR OTHER PROFESSIONAL SERVICES. IF PROFESSIONAL ASSISTANCE IS REQUIRED, THE SERVICES OF A COMPETENT PROFESSIONAL PERSON SHOULD BE SOUGHT. NEITHER THE PUBLISHER NOR THE AUTHOR SHALL BE LIABLE FOR DAMAGES ARISING HEREFROM. THE FACT THAT AN ORGANIZATION OR WEBSITE IS REFERRED TO IN THIS WORK AS A CITATION AND/OR A POTENTIAL SOURCE OF FURTHER INFORMATION DOES NOT MEAN THAT THE AUTHOR OR THE PUBLISHER ENDORSES THE INFORMATION THE ORGANIZATION OR WEBSITE MAY PROVIDE OR RECOMMENDATIONS IT MAY MAKE. FURTHER, READERS SHOULD BE AWARE THAT INTERNET WEBSITES LISTED IN THIS WORK MAY HAVE CHANGED OR DISAPPEARED BETWEEN WHEN THIS WORK WAS WRITTEN AND WHEN IT IS READ.

For general information on our other products and services, 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.

For technical support, please visit www.wiley.com/techsupport.

Wiley also publishes its books in a variety of electronic formats. Some content that appears in print may not be available in electronic books.

Library of Congress Control Number: 2008942753

ISBN: 978-0-470-40115-6

Manufactured in the United States of America

10 9 8 7 6 5 4 3 2 1



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.insightsfor-marketing.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 Dummies 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.

Some of the people who helped bring this book to market include the following:

Acquisitions, Editorial, and Media Development

Project Editor: Kelly Ewing

(Previous Edition: Christina Guthrie)

Acquisitions Editor: Stacy Kennedy

Assistant Editor: Erin Calligan Mooney

Editorial Program Coordinator: Joe Niesen

General Reviewer: Laurie Boyce

Media Development Assistant Project Manager: Jenny Swisher

Media Development Associate Producer:
Angie Denny

Media Development Quality Assurance:
Kit Malone

Senior Editorial Manager: Jennifer Ehrlich

Editorial Supervisor and Reprint Editor:
Carmen Krikorian

Editorial Assistant: Jennette ElNaggar

Cover Photos: ©Comstock Images

Cartoons: Rich Tennant
(www.the5thwave.com)

Composition Services

Project Coordinator: Katie Key

Layout and Graphics: Samantha Allen,
Carl Byers, Melissa K. Jester,
Christine Williams

Proofreaders: Laura L. Bowman,
John Greenough, Caitie Kelly

Indexer: Broccoli Information Management

Publishing and Editorial for Consumer Dummies

Diane Graves Steele, Vice President and Publisher, Consumer Dummies

Kristin Ferguson-Wagstaffe, Product Development Director, Consumer Dummies

Ensley Eikenburg, Associate Publisher, Travel

Kelly Regan, Editorial Director, Travel

Publishing for Technology Dummies

Andy Cummings, Vice President and Publisher, Dummies Technology/General User

Composition Services

Gerry Fahey, Vice President of Production Services

Debbie Stailey, Director of Composition Services

Contents at a Glance

<i>Introduction</i>	<i>1</i>
<i>Part I: Tools for Designing Great Marketing Programs</i>	<i>7</i>
Chapter 1: Boosting Your Business with Great Marketing	9
Chapter 2: Crafting a Breakthrough Marketing Plan	29
Chapter 3: Cutting Costs and Boosting Impact	59
<i>Part II: Advertising Management and Design</i>	<i>77</i>
Chapter 4: Planning and Budgeting Ad Campaigns	79
Chapter 5: Shortcuts to Great Ads	93
<i>Part III: Power Alternatives to Advertising</i>	<i>119</i>
Chapter 6: Branding with Business Cards, Letterhead, and More	121
Chapter 7: Creating Eye-Catching Brochures, Catalogs, and Spec Sheets	141
Chapter 8: Planning Coupons and Other Sales Promotions	167
Chapter 9: Spreading the Word with Newsletters	181
Chapter 10: Taking Advantage of Publicity	205
<i>Part IV: Honing Your Marketing Skills</i>	<i>225</i>
Chapter 11: The Customer Research Workshop	227
Chapter 12: The Creativity Workshop	241
Chapter 13: Writing Well for Marketing and Sales	257
<i>Part V: Sales and Service Success</i>	<i>291</i>
Chapter 14: Mastering the Sales Process	293
Chapter 15: Closing the Sale	305
Chapter 16: The Sales Success Workshop	317
<i>Part VI: The Part of Tens</i>	<i>331</i>
Chapter 17: Ten Great Marketing Strategies	333
Chapter 18: Ten Ways to Make Marketing Pay	339
Chapter 19: Ten Ways to Market on the Web	343
<i>Appendix: About the CD</i>	<i>349</i>
<i>Index</i>	<i>355</i>

Table of Contents

Introduction..... 1

About This Book	1
Conventions Used in This Book.....	2
What You're Not to Read.....	2
Foolish Assumptions.....	2
How This Book Is Organized	3
Part I: Tools for Designing Great Marketing Programs	3
Part II: Advertising Management and Design	3
Part III: Power Alternatives to Advertising	4
Part IV: Honing Your Marketing Skills	4
Part V: Sales and Service Success.....	4
Part VI: The Part of Tens.....	4
Icons Used in This Book	5
Where to Go from Here.....	5

Part I: Tools for Designing Great Marketing Programs..... 7

Chapter 1: Boosting Your Business with Great Marketing 9

Finding Your Marketing Zone.....	9
Pinpointing Your Top Three Sales and Marketing Tools	11
Adjusting for the Economic Cycle	13
Tightening up for tough times.....	13
Taking advantage of a growth economy	15
Marketing Smart to Avoid Costs and Risks	16
Strengthening Your Marketing Skill-Set	17
Design, copywriting, creativity, and more.....	18
Artful persuasion: Sales skills to the fore	18
Quick skill-building tricks and tips	19
Designing Your Marketing Program	19
Product.....	21
Price.....	21
Placement	21
Promotion	22
People.....	23
Profiting from the Five Ps	24
Exercising Your Marketing Imagination	25
Reframing Your Presentation.....	26
The Five-Minute Marketing Zone Plan	27
On the CD.....	28

Chapter 2: Crafting a Breakthrough Marketing Plan..... 29

Auditing Your Marketing Activities	29
Evaluating your marketing focus	31
Evaluating your marketing scope	32
Auditing your marketing activities	32



Analyzing your management and control.....	33
Checking your creativity.....	34
Using Audit Results to Focus Your Plan	35
Formatting Your Marketing Plan	37
Writing Your Marketing Plan the Easy Way	39
Using the marketing plan template.....	41
Gathering information before you start.....	41
The outline used in the planning template.....	43
Developing Your Marketing Strategy	44
Basing your strategies on your core brilliance.....	45
Deciding whether to adopt a new strategy or improve an old one	45
Choosing your strategy.....	47
Setting specific objectives for your strategies.....	51
Running Goal-Oriented Marketing Experiments.....	54
Planning Benchmarks for Marketing Communications	54
On the CD.....	57

Chapter 3: Cutting Costs and Boosting Impact 59

Taking a Look at Low-Cost and No-Cost Marketing Ideas	59
Transit advertising	59
Publicity	60
Viral marketing on MySpace or Facebook.....	60
Low-cost display ads in online communities	61
Text messages — a new viral marketing frontier?.....	62
The classic flier — tried, true, and free	63
The informational booklet or brochure.....	63
The informational Web page or blog.....	64
Pay-per-click advertising (keyword ads)	65
Widgets, gadgets, and the like.....	66
Word of mouth or referral marketing.....	67
Events, parties, and charity fundraisers.....	68
Better looking basics: Stationery, business cards, and brochures	68
Asking for the business.....	69
Harnessing the Power of Information	69
Exercising Creativity: Ideas Are Free!	71
Narrowing Your Focus to Cut Costs and Maximize Impact	73
Focusing your marketing message	73
Focusing your marketing program	74
On the CD.....	75

Part II: Advertising Management and Design 77

Chapter 4: Planning and Budgeting Ad Campaigns 79

A Practical Approach to Ad Budgets	79
Setting your ad budget.....	80
Planning your ad campaign	82
Adjusting the ad budget for a B2B plan	85

Tailoring Your Advertising Plan to a Specific Goal	86
Budgeting based on goals	88
Using an Advertising Objectives Worksheet	89
Preparing a month-by-month ad plan	91
Staying flexible throughout the year	91
On the CD	92

Chapter 5: Shortcuts to Great Ads 93

Following Do-It-Yourself Shortcuts	93
The tried-and-true visual appeal ad	94
Some basic ad templates	97
Creating Ad Concepts for Fun and Profit	102
The mood ad	103
The wisdom ad	108
Making an Impact by Using Visual Shortcuts	111
Using a beautiful landscape photo	112
Portraying an attractive person	113
Inserting a humorous cartoon	113
Giving Postcard Marketing a Try	114
Using Web Pages as Ads	116
On the CD	118

Part III: Power Alternatives to Advertising..... 119

Chapter 6: Branding with Business Cards, Letterhead, and More 121

Who Are You? Establishing Brand Identity	121
Managing the Presentation of Your Brand Name	123
“Selling” Your Business Cards	127
Making a good overall impression	127
Deciding on design details	128
Who needs a printer when you have Word?	130
Designing Your Letterhead and Envelopes	134
Conveying your image through paper and print	135
Keeping visual control in faxes and e-mails	136
Maintaining Your Identity on the Web	137
On the CD	139

Chapter 7: Creating Eye-Catching Brochures, Catalogs, and Spec Sheets 141

Considering Your Needs	142
The simple one-page spec sheet or flier	142
The multipage brochure	142
Catalogs and booklets	144
Becoming a Brochure Wizard	144
Brochure design considerations	145
Paper characteristics	149
Layout tips	149
Copy or print?	153

Color	154
Artwork	155
Photography	157
Clip art and stock photography	157
Crop and fold marks	158
Making Digital Brochures	158
Captivating Catalogs	159
Design considerations	160
Benchmark catalogs for your reference	161
The list factor	162
Spectacular Spec Sheets	163
Formatting your spec sheet	164
Ensuring that your spec sheet is up to snuff	165
Marketing with Booklets and Books	165
On the CD	166

Chapter 8: Planning Coupons and Other Sales Promotions167

The Importance of Profit	167
How Promotions Affect Sales	169
Planning Coupon Programs	170
The basics of coupon profitability analysis	171
Coupon profitability analysis step by step	173
Testing multiple scenarios	177
Learning from experience	177
Ah, but did it work?	178
Some Alternative Approaches to Sales Promotions	179
Offer free food	179
Give gifts	179
Offer rewards for repeat business	180
On the CD	180

Chapter 9: Spreading the Word with Newsletters181

Why You Need a Newsletter	181
Examining the Elements of a Newsletter	183
Masthead and nameplate	183
Modules	185
Articles	186
Headers (like this one)	188
Type	189
Columns	190
Leading and kerning	190
Flow and readability	191
Size	193
Photos and artwork	193
Templates for Desktop Publishing	194
Measuring Your Success	198
Saving a Tree: Electronic Newsletters	198
E-mailing a Portable Document Format (PDF) attachment	199
E-mailing an HTML page	199
Sending hybrid e-mails	199

Blogs instead of newsletters?	200
Mailing a CD	201
A Few Thoughts on Logos	202
On the CD	203
Chapter 10: Taking Advantage of Publicity	205
Understanding and Using Publicity	205
Publicity versus advertising	207
Publicity versus public relations	207
When to hire a pro	207
Be newsworthy	208
Developing a Media Kit	210
Assembling your kit	211
What about using your Web page as a media kit?	211
What's the hook?	211
The Press Release That's Going to Get You Publicity	212
Getting a reporter to take notice	212
Making sure your release is "news ready"	214
Pitching Your Release to the Media	215
Including a cover letter	216
Don't forget to follow up!	216
Dealing with rejection	217
Creating Your Mailing Lists	218
Finding the names for your list	219
Opting to buy a list instead	219
Going Online: Web Publicity Tools	220
Sending releases to your e-mail list	220
Using Web press release services	221
Multimedia e-releases	222
Keep e-releases short and sweet	223
On the CD	223
Part IV: Honing Your Marketing Skills	225
Chapter 11: The Customer Research Workshop	227
Talking to Your Customers	227
Auditing Your Customer Service	230
Performing a customer service review	233
Using the audit template	234
Surveying successfully	237
Analyzing the results	237
Using Experimentation as a Research Technique	239
On the CD	240
Chapter 12: The Creativity Workshop	241
Creativity's Impact on the Five Ps	241
Product innovations	242
Pricing innovations	243
Placement innovations	244