

# Alison\*s Art, Inc.

## MARKETING BYTES

### BUSINESS ISSUES . . . EVERY BYTE COUNTS!

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## BUSINESS ISSUE #11

### M.O.S.T. Part 8: The P.E.A. Strategy

Too many professionals and business people tend to view marketing and advertising as:

- Too Expensive
- Not a priority
- Unnecessary to their success

I am here to dispel these misconceptions. The concept that I will use to illustrate this is The P.E.A. Strategy. The P.E.A. Strategy proves that marketing and advertising can be/are:

- Cost effective when done properly and a good investment
- A priority
- An integral part of all business and professional success

The P.E.A. Strategy focuses on the essence of what marketing and advertising involve:

- **PRESENTATION** of information
- **EDUCATION** about ideas
- **ADVOCACY** for issues

This strategy may sound very basic, even too simple and small (like a pea); but that is exactly the point! Marketing and advertising are simple, basic and something every business professional does all the time, without even realizing it; they are essential to your success.

With the knowledge that marketing and advertising may have been an integral although unconscious part of one's business all along, you are now ready to take the next step. At Alison\*s Art, Inc. we can help you apply the **P.E.A. Strategy to F.O.C.U.S. on Your Success!**

Please visit [www.AlisonsArt.com](http://www.AlisonsArt.com) to learn more about all our **BUSINESS MARKETING SERVICES, For the Success of Your Business, Organization, Events and Ideas:**

- ✿ **Business Marketing Programs**
- ✿ **Organizational Development Services**
- ✿ **Original Art by Phil Jacobs for Business Identity and Branding**
- ✿ **The Voice Over Art of Alison Gilbert**

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