

Alison*s Art, Inc.

MARKETING BYTES

Business Issues . . . Every Byte Counts!

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BUSINESS ISSUE #2

M.O.S.T. Part 2: Marketing or Advertising, Is There A Difference?

For those professionals who are not in the business of promoting their own services and/or products (and most professionals aren't), marketing and advertising may seem to mean the same thing. But they do not! There is a substantial difference between marketing and advertising; but both are necessary for your success.

Marketing can and actually does include advertising. But the marketing of a business, organization, event or idea can go way beyond advertising it. It can include the elements of advertising: placing media ads-print, TV, radio and web; but marketing involves much more. Marketing involves:

- ✿ Conducting research
- ✿ Conceiving of ideas, words, numbers, plans
- ✿ Analyzing of one's efforts and ROI (return on investment)
- ✿ Establishing a unified brand for all your promotional materials
- ✿ E-mailing potential clients
- ✿ Holding events
- ✿ Attending trade shows
- ✿ Obtaining and providing promotional products, and much more!

Many businesses do not include a marketing program in their budgets. The extent of advertising may be an occasional print ad, coupon or product that result from a direct solicitation, not a bad idea, but one that needs to be marketed correctly to be cost effective! Consistency and follow up are essential. In addition, the analysis of all of one's advertising efforts or ROI is a key ingredient of a good *BUSINESS MARKETING PROGRAM*.

Our programs are comprehensive and designed for the success of your business, organization, events and ideas. Our fees are flexible and based on the scope and length of your project. We will work closely with you to design a marketing plan for your success. Please visit our website www.AlisonsArt.com to learn more about all our **BUSINESS MARKETING SERVICES**, *For the Success of Your Business, Organization, Events and Ideas*.

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