

Alison*s Art, Inc.

MARKETING BYTES

Business Issues . . . Every Byte Counts!

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BUSINESS ISSUE #3

M.O.S.T. Part 3: Are Your Advertising Efforts Shooting Blanks?

So, occasionally you advertise, you have printed up some business promotional materials and you even have a website; but you are still not seeing results you need for your business. Do you feel like your advertising efforts are shooting blanks?

Here are some important questions to ask yourself that may help you to understand where you are falling short and what you might do about it:

- ❁ Do you have a systematic plan for marketing? Or do you advertise when someone makes you an offer you can't refuse or when you have cash to spare?
- ❁ Do you have business identity materials and a website?
- ❁ Do you have a unified, recognizable brand?
- ❁ Do you know what your business niche is?
- ❁ Have you explored your target markets?
- ❁ Have you analyzed past and present advertising efforts for cost effectiveness?
- ❁ What is your marketing ROI? (Return On Investment)
- ❁ Have you contacted Alison*s Art, Inc. Business Marketing Services to learn how our BUSINESS MARKETING PLANS can be *Your Success Insurance Policy*?

If you have answered NO to any of the above questions, there is more that you need to do to insure your business success. To learn how Alison*s Art, Inc. can help you to determine the best way to help your business succeed, before you spend another cent on advertising, business identity and promotional materials, contact us.

Our fees are flexible and based on the scope and length of your project. We will work closely with you to design a marketing program for the success of your business, organization, events and ideas. 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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