

Alison*s Art, Inc.

MARKETING BYTES

BUSINESS ISSUES, The Newsletter . . . Every Byte Counts!

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M.O.S.T. Part 13: What Is Business Promotion?

The *Business Marketing System* created by Alison*s Art, Inc. involves a three phase **Business Marketing Program**. The first phase, **DEVELOP**, was explored in the last *Business Issue*; the second is **PROMOTE, Business Promotion** or **M.O.S.T.** and will be explored in this *Business Issue*.

The third phase of the program, **EVALUATE**, has two parts. There is an evaluation of the **DEVELOP** phase to determine the success of internal structuring and an evaluation of the **PROMOTE** phase to determine the success of the external promotion. The table below explains the *three components* of the **PROMOTE** phase:

BUSINESS PROMOTION

Aspects of a venture that relate to external promotional activities

The *three components* of the **PROMOTE** phase and the *activities involved*:

- **Establish recognition**
Create Brand and Explore Target Markets
- **Increase awareness**
Design and Execute Promotional Campaign
- **Improve Earnings**
As a result of the above activities, the potential for greater earnings improves.

Visit [our website](http://www.AlisonsArt.com) to learn about the Alison*s Art, Inc. **MARKETING BYTES Business Marketing System** For the Success of Your Business, Organization, Projects, Events and Ideas. *Read Marketing Bytes . . . Every Byte Counts!* 111108