



Alison*s Art, Inc.
MARKETING BYTES
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V.A.L.U.E. Part 3: **MARKETING BYTES**

What is a *Marketing Byte*? We began to explore what this is in Issue #43. I would like to revisit it here to provide my readers with a new perspective on the value of the *Marketing Byte* that has recently come to me.

The best way to explain it is by giving an example of something visual. Imagine a power grid; it has lines of light running vertically and lines of light running horizontally. And then, there are places where the lines intersect. *The points of power!*

Now, think of it this way. The lines running in one direction represent **the need to know** something; the lines running in the other direction represent **available information**. The *points of power* where they intersect are what I call *Marketing Bytes; the point of critical mass where a question meets its answer*.

Marketing Bytes are the foundation and building blocks for Alison*s Art, Inc. Here are some definitions that will help to further explain this concept:

- *Bytes* are units of information.
- *Marketing* is a value-based system involving the internal organizational structure and activities of a venture as well as the external promotion of its goods and services.
- *Marketing Bytes* are units of information about a value-based system. They are also the foundation and building blocks for all the tools and services of Alison*s Art, Inc.
- *The Marketing Bytes eNewsletter* is comprised of units of information provided to educate and inform readers about issues of value and importance to them regarding the marketing of their businesses.

Alison*s Art, Inc. supports your success and provides guidance for your venture. Visit [our website](#) to learn more about our **MARKETING BYTES Business Marketing System** for the *success of your business or organization, its projects, events and ideas with information, education and outreach!*

** We think outside the box for your success!*

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