



Alison*s Art, Inc.
MARKETING BYTES
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M.O.S.T. Part 15:

The Alison*s Art, Inc. MARKETING BYTES Business Marketing Program

This *Business Issue* introduces the Alison*s Art, Inc. three-phase *Business Marketing Program* created for entrepreneurs, small business owners, leaders of nonprofits, organizations and groups. *Although business marketing is an organic process and might not necessarily follow the times or order listed below, this is a general guide that is very helpful to use as a model for a venture.*

I. DEVELOP

Internal structuring takes minimum of three months

- A. Create Founding Concepts**
 - 1. Write Mission
 - 2. Set Goals
- B. Document Guidelines and Principles**
 - 1. Bylaws, rules and regulations
 - 2. Policies and Procedures
- C. Identify Human Resources Needs**
 - 1. Set up Departments and Divisions
 - 2. Build Staff/Support Team
- D. Develop Your Brand**
 - 1. Create Identity Materials
 - 2. Establish a Web presence
 - 3. Make other visual presences and purchase promotional products
- E. Implement Administrative and Financial Systems**
 - 1. Track Time
 - 2. Record income and expenses

II. PROMOTE

External publicizing/advertising done in 3-6 month increments

- A. Develop Marketing Plan**
 - 1. Define Target Markets
 - 2. Establish Promotional Budget
 - 3. Research Promotional Venues
 - 4. Create a Schedule of Activity
- B. Execute Marketing Plan**
 - 1. Place ads
 - 2. Secure other PR venues
 - 3. Take other actions

III. EVALUATE

Conducted after each promotional increment

- A. Analyze the results of your promotional efforts**
 - 1. To determine ROI
 - 2. To plan future activities

Visit [our website](#) to learn more about Alison*s Art, Inc. **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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