New Voodoo...
It’s Just Not Marketing Anymore
Webster says:

- **Marketing**: The act or business of promoting sales of a service or product by advertising or packaging.

- **Voodoo**: A charm, spell or curse thought by believers of voodoo to possess magic power.
Basics for a Superior Marketing Campaign

• Identify your Target Audience
• Perform a Needs Analysis
• Do research on competitors
• Put together a “test” audience
Basics for a Superior Marketing Campaign

• Make sure that your product/service is the best
• Create a catchy theme or logo for campaign
• Brand every communication with theme or logo
• Have fun or useful give-a-ways
Few Resources

• Create materials that can be reproduced on a Color or B&W Laser printer
• Enlist local graphic artists to “donate” their time
• Develop a relationship with a print shop
• Combine marketing pieces digitally
Few Resources

• Use voice mail to advertise products/services
• Partner with Vendors who become Ambassadors
• Ask local TV and Radio stations for pro-bono spots or coverage
• Ask local newspapers/magazines for coverage