

Your Five Prong Marketing Approach

- Creating Connections
- Collateral Materials
- Website/Blog/Social Media
- Contact Management
- Follow Through

Creating Connections

- Professional and trade
- Current clients, previous clients
- Networking events (no cheese)
- Community outreach, volunteer
- Social media outlets
- Reconn, reconn, reconn

Collateral Materials

- Business Cards
- Brochures
- Letterhead/envelopes
- Thank you cards
- Freebies (useful!)

Website, Blog & Social Media

- Web presence is advertising
- Blog presence is dialog
- SM can be both, hold the cheese
- All are outreach
- All can be invisible
- All are a reflection of you.

Contact Management

- Database everyone – be a connector
- Email blasts and notices
- Rehearse your approach, write it down
- Marketing letter templates
- Always be thankful (ABT)

Follow Through

- Maintain dialog
- Contact regularly
- Follow up on mailings, proposals
- Ask to be a resource
- Ask for referrals
- Feed the pipeline