



COMMUNIQUÉ

Smart marketing advice masquerading as common sense

A PUBLICATION OF
CLAIRVOYANT COMMUNICATIONS, INC.

Industrial-strength marketing communications

Marketing Secrets

Volume 5, Issue 8

August 2006



Here are three key marketing strategies you can put to work for your business.

VISIBILITY
Awareness is where the selling process starts. After all, it's hard for someone to buy from you if they don't know you exist.

a major buzzword . But what does it really mean?

If you're a company like Target or Goodyear, it can mean complex product naming schemes and identity standards

For most businesses it boils down to consistency. Determine your message, look and tone and then stick with it. It's a way to increase cost efficiency, plus it's easier to make an impression if you look and sound the same over time.

REPETITION
Forget everything you've heard about the evils of redundancy. The truth is that human beings learn through repetition. In this highly-saturated environment it can take nine or more repetitions for a message to sink in.

We don't know when someone's going to buy. Since people often don't pay attention to messages until they're relevant, YOUR message needs to be out there over and over and....

Put marketing and communications to work for your company. Call me. Claire Cunningham: 1-763-546-0479 (E-mail: claire@claircomm.com)

Don't you just hate junk mail that screams about supposed secrets to success that can be yours for \$9.95, \$19.95, \$99.95 or whatever? Well, here are some real "secrets" for you - and there's no price tag attached.

Ever wonder how other companies keep their sales momentum going? Smart marketing and communications programs are critical.

Advertising creates visibility on a broad scale, but it may not be right for your company.

To find a tactic that fits, start with these questions. Who's your audience? How can you get your company in front of them? What can your company spend? What return do you want?

CONSISTENCY
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