

How Can You Use a Marketing Calendar to Grow Sales?

No matter how large or small the business, somewhere in the company there exists a marketing plan or strategy. For smaller businesses it may just be in the mind of the entrepreneur and each component is executed on an "as needed" basis. In other words: when sales are slow and money is plentiful. Talk about your oxymoron.

The truth is, if you want to keep the pipeline flowing freely, you need to advertise all the time - even when you are too busy to handle just one more phone call. The consistency of regular marketing ensures that when the current project or sale is complete; there will still be more work waiting in the wings for your attention.

The best way to accomplish this is to create a marketing calendar - it can be as simple as one of the free calendars you receive from a print vendor - but use the calendar to plot out all the ways you market your business.

Examples:

- * Actual paid advertising - direct mail, newspapers, yellow pages
- * Networking events - you are out there with your business card and 30-second commercial: that's advertising
- * Speaking engagements
- * Trade shows and convention booths
- * e- or print newsletters like this one
- * e-mail campaigns
- * Pay-per-click advertising
- * Press releases
- * Articles you submit online or to industry journals
- * Days set aside for cold calling

Plot all of your marketing/branding efforts on the calendar for the entire year and see where you have a gap. Take into consideration those times you might want to intentionally slow your business (vacation, convention, elective surgery, etc.) and perhaps leave the weeks prior to those times blank. Make sure you have assigned some effort to marketing, advertising or branding your business the rest of the weeks of the year.

By putting it on a calendar, and subsequently on your "to-do" list, you'll be more inclined to follow-through even when you are the busiest. Keeping your name in front of your target prospect on a regular basis increases the likelihood that they'll remember your name when they are in the market for your product or service.

Need help putting together a marketing calendar for your business? Give me a call - I can help. **330-414-8792.**

Internet Tools of the Month

Do you **Twitter** [<http://twitter.com/webwriter>]?

Two new sites that support your Twitter habit: Summize and Tweet Deck.

Summize [<http://www.summize.com>] allows you to find out who is trying to follow you.

Tweet Deck [<http://www.tweetdeck.com>] is a multi-solution site that allows you to organize your Tweets (those are the little posts you leave), follow those responding your tweets and to search tweets by topic. Trust me - if you are thinking about getting into Twitter - these are great tools to consider and they are all free. Love free.

Send Large Files Easily

Have you ever struggled to send a video, audio or Power Point only to have the email bounce back because of the size? I learned of two new solutions for this problem - both will allow you to transmit files up to 100MB with ease.

You Send It [<http://www.yousendit.com>] allows you to upload your file to their server and then email the recipient so they can retrieve and view. You can even password protect the file.

Pando [<http://www.pando.com>] is a software that both parties download to your computer and then you can send the files. Cool!