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ACTSmart, American Computer Technologies Presents:

Monday's Marketing Minute

Working smarter to get you noticed!

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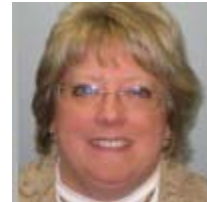
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Dear Pam,

We're getting a lot of great feedback - thank you! If you have a question or comment, be sure to [email me!](#)



If this is your first time reading Monday's Marketing Minute, I'm sending a newsletter full of quick and easy tips to help you get the word out about your business. No matter what business you're in, you are in the "marketing" business.

So, let's get business!

90 Days and You're Forgotten!



Relationship
Marketing!

George and I went to a great meeting of the South Shore Ad Club last week. The topic was "Sales for the non-sales person" One of the speakers, Van Smick, of [ActionCOACH Business Coaching](#) said "Don't think of "selling," think of "helping people."

Smick also said tht people will forget about you after 90 days and that sucessful business people keep in contact at least 4 times a year with their current customers. Even if you only get a sale from them every 4-5 years, they are sure to tell their friends and colleagues about you because you keep in touch.

His #1 recommendation is [Constant Contact!](#)

Tracking Your Marketing Action Plan



Another startling gem that we learned at our Ad Club meeting was that 80% of marketing *fails!* So, you may be throwing money at a bad idea! How do you know? A simple marketing action plan helps greatly.

1. Make a grid with your marketing campaigns in the first column
2. In the 2nd column, give the campaign a timeline - one newspaper ad may only produce results for a week or a month. An expiration date on a coupon is a solid ending. Some ads' ending dates are hard to evaluate. We've had

clients bring in a year old ad that they carried around. Their sale made that seemingly "low return" ad suddenly worth it!

3. In the 3rd column, put the cost of the activity.
4. In the 4th column, put list or target market that you are marketing to (purchased mailing list, your current client list, ad in the Boston Globe, etc...)
5. 5th column - put the number of responses and their dollar values
6. Calculate your return on investment - was the campaign valuable? Depending upon the value of a sale, you may need many sales to deem the campaign valuable or just one sale.

We are currently running 5 campaigns in our office- a 3 part letter campaign to a purchased mailing list, a referral request from our very best clients, our monthly newsletter, radio ads and my Monday's marketing Minute. They all have different targets, timelines and costs. We evaluate them weekly to see what is working and what should be changed or canceled.

One note - be sure that you are asking EVERYONE "How did you hear about us?" or "How did you find out about our sale?" That answer gets noted in column 5. You may be getting good response results but if the sales aren't good, you may need to change the offer.

3 Problems For Businesses Today



One last gem from our meeting - in times of recession, business suffer from 3 problems. Those that make it through and survive know how to handle them:

- 1. Stop advertising = the Kiss of Death.** During tough times, cut back on other things and ramp up your advertising. If you don't remind customers of your business, you'll have no business to remind them of!
- 2. Cash flow** - know where your money is going and use it wisely
- 3. Collections** - Everyone hates asking for money. The best way to handle

collections is to address it before it becomes a problem. Don't wait for 90 - 120 days to go by; these debts are the least collectible. 45-60 days are the most successful for accounts collections that are in arrears. If you don't want to do it yourself, hire a trusted attorney or an agency to help.

MarkGreeneLaw.com - Our Client of the Week



Last Monday we launched the re-design for MarkGreeneLaw.com. Although Mark loved his "old" site, he wanted it to work harder for him and to offer his clients more information. He also wanted us to optimize it for the search engines. His new site has 6 special reports that visitors can access immediately as well as lots of legal links, a link to listen live to his Sunday morning broadcast on WATD "So What About That Law?" and we've added a

blog that Mark will start using within the week.

The new design has the look of his office brochure so he is now "branding." We love the new site - take a look around and see what you think.

Next Monday I'll write about a few of the marketing books that we have read recently. We're always looking for new thoughts and ideas. I'll also share some of our recent marketing success stories.

Have a Happy, Healthy, PROSPEROUS week!,

Pam Snell
ACTSmart, American Computer Technologies

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