



## **The Marketing Ringmaster**

- Reward Every Customer**
- Greet & Smile**
- Push The Envelope**
- Create A Database**
- Use The Internet**
- Send A Postcard**
- Give Free Stuff**

**Crack the Whip!!**



## The Marketing Ringmaster

- ★ **Use Gift Cards**
- ☑ **Develop An E-Newsletter**
- ☑ **Bring In The D.J.s**
- ☑ **Use Vacant Storefronts**
- ☑ **Learn To Say 'No'**
- ☑ **Never Pre-Judge**
- ☑ **Try A Flag Ad**

★ **Crack the Whip!!**



## The Marketing Ringmaster

- ☑ **Make Business Alliances**
- ☑ **Use Full Colour**
- ★ **The Headline Hustle**
- ☑ **Follow-up Foibles**
- ☑ **Less 'You' Is More**
- ☑ **Complimentary Coffee**
- ☑ **Create Urgency**

★ **Crack the Whip!!**



## **The Marketing Ringmaster**

- Incentives for Company Install**
- Prize/Trip Giveaways**
- On-Hold Testimonials**
- Add Picture to Brochure/Card**
- Include a 3-D Object in Mail**
- Don't Give Up**
- Thank the Complainers**

**Crack the Whip!!**



## **The Marketing Ringmaster**

- Leave a great final impression**
- If you say 'sorry' – MEAN IT!**
- Make a Press Kit**
- Choose Fonts Carefully**
- Heed the Marketing Trifecta**
- Calculate the Lifetime Value**
- The power of 'X' [chromosome]**

**Crack the Whip!!**