

DM Productions LLC

Reno - Lake Tahoe - Phoenix

Seven Sweet Steps to Success

What worked well in the past may not be the best choice for your business now. You need to know what works in today's business climate where the playing field has been leveled so that even the smallest business can advertise itself to millions online for less than the cost of a single trade journal display advertisement. *How can my business compete with our present marketing budget?*

1. Define a winning brand

Strong brands enhance the results of marketing programs. It's important to position marketing communications programs as a subset of a marketing strategy, which itself are driven by overarching branding strategy.

No matter what the message you are trying to convey to media or your end user, your company is also developing its brand ... your logo and trademarks, your website, your special events, and even your mission statement,. A corporate branding strategy ensures your company develops a strong, reliable image that increases awareness and builds customer loyalty.

As a part of building a brand, study the current state of the market as it pertains to other organizations that may be in this space, and how your company is viewed within that space. Research market design standards and analyze your marketing campaign, media campaign and collateral in order to help your company define a winning brand and marketing strategy.

In short, a brand is a customer relationship that is defined by all the experiences, messages, promises and performance/quality associated with it. Marketing on the other hand is the deployment of strategic programs based on business objectives.

Carefully structured, consistent brand messaging is the thread that connects all levels. This brand messaging should be the springboard for all other programs and promotions. Building your brand image can improve the results of all your marketing programs. Results such as improved media relations, more effective awareness of your products and services result in a broader public understanding of your business when delivered in the context of a consistent, integrated brand-building platform.

2. Build a well-connected, influential network

A lot of business owners assume that they need a list ... a large network of potential customers before they implement their marketing plan. This is a myth! The reality is that it is not the size of your network that is important, it is the influence of the people within your network that delivers your company new business.

Traditional networking is a shotgun approach ... so stop wasting your time swapping business cards at those chamber of commerce networking events, and start a focused marketing strategy of targeting the 25-30 most influential people in your marketplace. That's the kind of well-connected, influential network you and your business need!

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3. Online Marketing – and take your website very seriously

A dynamic, well-designed website may not be required, but it certainly will help you in your business. Through some sophisticated online marketing strategies, most small businesses could receive high quality leads, phone calls and sales directly attributed to online marketing from interested prospective clients.

If your company needs a makeover of your website, let our web design team develop a professionally designed website that has been search engine optimized by a proven Search Engine Marketing/Search Engine Optimization (SEM/SEO) professional firm. We can incorporate new navigation designs that help deliver the website visitor to your call-to-action web pages. We can provide you with dynamic web design including animation, streaming video and link it to a social media platform.

One more thing to consider ... almost everyone now uses the Internet to research a potential service provider; before deciding whether to do business with them or not. What does your website tell potential customers about your business?

4. Match your fees to your promises!

You cannot promise your clients that you will provide a high quality service and yet charge a bargain-basement fee! *Price ... quality ... delivery chose any two.* That is the real way that business works and you have to be compensated if you are to provide quality products and services. Don't send a mixed message ... it will cost you business in the long term.

Everyone knows that quality never comes cheap – that if something looks too good to be true, it is too good to be true! Build the value proposition for your clients and then charge accordingly.

5. Perform competitor research

Never underestimate your competition. Build a competitive matrix of the services and products you provide along with reasons that your customers will choose you ... then research your competitors, obtain the same information and complete a spreadsheet that allows you to rapidly compare and contrast your company with that of your competitors. You need to know what offers, guarantees, prices or fees you are selling against, in order to make your offering the most attractive to potential clients.

It is all about value ... not only about pricing, though a competitive price is always anticipated.

6. Joint Ventures, partnering and getting endorsements

A sometimes overlooked strategy is to partner, joint venture or just get another business to endorse your products and services ... cross marketing is a great platform to build success for not only you but also for your partner companies. The secret to joint venture/partnering success is to find another company that offers a non-conflicting product or service to the exact same profile of person or business as you do.

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7. Don't mistake movement for progress

Often an under-performing business will work just as hard, and sometimes even harder, than the owners of successful ones! But you need to be working smart, too. Remember that Columbus did not just sail ... he sailed west! Just because you have movement does not mean that you have direction.

If you find yourself working really hard on your marketing and you are not achieving the results you are after you need to stop. Make sure you are doing the right things on the right timeline ... and then check that you are doing those right things correctly. Plan your work and work your plan. You already know that these marketing strategies work.

About DM Productions LLC

DM Productions is a full service firm focused on our core strengths including strategic marketing, corporate communications, [public relations including social media campaigns](#), branding strategies, [HD videos](#), grant writing and management expertise, [dynamic website design](#), creative services including online communication with Web 2.0 tools, media escort services, corporate sponsorship strategies, [capitalization/exit strategies](#) and [turnkey special events](#).

Main Corporate Office:

Mailing Address:

DM Productions LLC

59 Damonte Ranch Parkway #B-247 - Reno, NV 89521-1907

[V] 775-825-1727 [F] 775-851-7735 [Cellular] 775-742-8403

Skype: DMProductionsLLC

Email: [DM Productions LLC](mailto:DMProductionsLLC)

Website: [DM Productions LLC Home Page](#)

Phoenix Office Mailing Address:

20783 N. 83rd Avenue #103-177

Peoria, AZ 85382

[V] 623-825-9122 [F] 623-825-9123