

Here's the Scoop

Look for new ways to do business, now more than ever companies are open to different approaches and have the time to consider them. Use this to your advantage for future relationship building.

Check out <http://printharmony.com> for quality inexpensive printing for small businesses.

Advance planning does save money, sometimes hundreds. What can you secure now for 4-6 months later? However, this does not imply to stock up on inventory that will take years to consume.

"Checking the results of a decision against its expectations shows executives what their strengths are, where they need to improve, and where they lack knowledge or information."

Peter Drucker

Sitting on the Dock of Marketing Leads

I have never been excited about hits, clicks, etc. for web sites because I see those similar to my fishing trips I use to make as a young girl.

I would work hard to bait my hook and be still, then I would get excited to see fish and really excited if the pole moved with nibbles. However, as I quickly learned it didn't matter how many fish I thought I saw or how many stole my bait; what mattered were how many fish I caught for dinner.

Well, that's what leads are to me today and I think they should be measured better in all areas of marketing, otherwise credit for the sale may be going to an incorrect source.

Advertising Age just published an interesting article that articulated something similar by talking about how print ads don't have a meter for catching all glances as easily as banner ads can on the Internet. In fact, it would be nice if there were one because maybe a printed ad, billboard, or other form of marketing led the customer to the banner ad online?

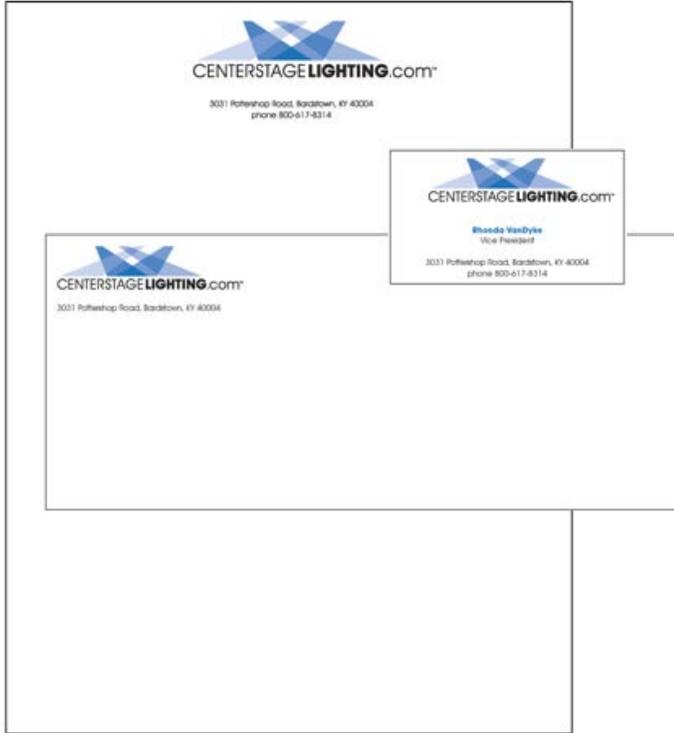
This is why tracking your incoming leads from all areas is important and can start to validate to some extent the value of your marketing efforts.

So don't be easily impressed by numbers, the new measurement tools are great; however it still requires the catch at the end of the day so it can be measured and weighed accordingly.



Debbie at age 7 with her catch

Marketing Work Portfolio



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