

Marketing Tips

- Knowledge IS Power
- Know Your Products and/or Services
- Know Your Market
- Know Your Customers
- Appreciate Your Customers
- Keep Your Customers with Good Customer Service
- Communicate Constantly
- Master the Media
- Advertise
- Expand Your Services
- Build Your Network
- Use Social Networking Sites
- Attend or Join Your Local Chamber of Commerce
- Get Involved In Your Community



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Marketing Solutions



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Effective Marketing

Whether you have a business where you sell products/services or one where you are trying to get a certain message or image across, it is important to know who exactly you are targeting and how you are getting your message to your intended audience.

Some questions to consider :

- What is the product/service/ message?
- Who is the intended audience?
 - How old are they?
 - Where do they live?
 - How do they currently get their information?
 - What is their education level?
 - What is their income level?
- Why should people be interested?
- What is the best way to effectively reach the defined audience?
- What is the expected return?
- What are the long-term goals/plans?
- What kind of marketing mix would be the most effective?
- What is the budget?

Services Offered

Marketing consulting
Advertisements
Graphic Design
Brochures
Posters
Business Cards
Newsletters
Letterhead
Promotional Items
Logos
Clothing

Advertising Campaign Management

Consultation
Budget Planning
Timeline Planning
Campaign Scheduling
Prompt, accurate billing

"The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself."

Peter F. Drucker

