

Affordable Marketing Strategies

- Marketing Analysis
- Identity/Branding
- Website/SEO
- Business Listings
- Social Media
- Email Marketing
- Press Releases & Educational Articles
- Networking



Maria L. Novak

*Marketing Solutions &
Business Development*

610-405-0633

Maria@Maria-L-Novak.com

Marketing Analysis

Review your past marketing efforts

Evaluate your current marketing plan

Suggestions for future marketing of your business.

Target Audience(s) ?

What Works ?

Budget ?



Identity/Branding

LOGO COLORS/FONTS CONSISTENCY IN DESIGN & WORDING

- Business Cards & Letterhead
- Website
- Marketing Materials & Advertising
- Newsletters
- Social Media
- Your Commercial



Website / SEO

- **Design & Content – Appealing to the eye; Verbiage minimal yet dynamic**
- **What do you want it to do? Information or Lead Generation**
- **Drive Traffic to Your Site**
- **Keywords & Meta Tags**
- **Analytics**



A screenshot of the Lafferty Consulting website. The header includes the company name 'Lafferty Consulting' and the tagline 'AGING IN PLACE ADVISOR'. A navigation menu contains 'Our Services', 'About Us', 'Contact Us', and 'Home'. Below the header is a large photo of an elderly couple standing in front of a house, with the text 'Make Your House a Home Forever' overlaid. The main content area has two columns of text. The left column is titled 'Living in the comfort of your own home is important...' and the right column is titled 'What Is Aging in Place?'. The text discusses the importance of familiar surroundings and the need for consultation and project management services to facilitate accessibility and safety in the home environment.

YAHOO!



Free Business Listings

Paid advertising is offered, but hundreds of sites will allow you to list your business for free





Social Media

- FaceBook Business Page
- LinkedIn Profile
- Twitter, Pinterest, etc
- Link Social Media with Website & Newsletters
- Branch Out – Referral Key – Google+ and more...



Email Marketing

Newsletters / Education – Become the Expert
Promotional Marketing Campaigns
Custom Lists
Drive Customers to Website & Social Media
Specials & Coupons

Advantages



- Inexpensive
- Segmentation
- Easily Track ROI
- Convenience
- Effective with Other Campaigns

Press Releases

Educational Articles

Press Releases

- Writing
- News Worthy
- Formatting
- Media Distribution

Articles

- Credibility
- Print Media
- On Line Articles



Networking

Non-Exclusive Groups (i.e. Chambers, etc)
Category Specific Groups
Industry Specific



Who will you meet? Attendees? Sponsors? Theme?
Distance?
Time of day?
Cost?

- **Meet Potential Clients**
- **Meet Potential Referral Sources**
- **Other Business Professionals**
- **Interest Groups**
- **Competitors**
- **Potential Employers/Employees**



Marketing Solutions & Business Development



Maria L. Novak Dugan
President
610-405-0633
Maria@Maria-L-Novak.com

www.Maria-L-Novak.com

Providing instant access to customer relations.

Be an opener of doors.

-- Ralph Waldo Emerson