

!Chatter!

Just chatting about Advertising, Marketing Communications, PR and more.

12 Proven Ways To Promote A Company And Increase Sales

In today's tough economy, the following cost-effective, easy-to-execute ideas have the power to increase sales in a way that conventional advertising cannot.

1. Newsletters
2. Contests
3. Demonstrations
4. Speeches
5. Seminars
6. PR Articles
7. Bonus Offers
8. Coupons
9. Samples
10. Free Trials
11. Special Rates
12. Periodically, send customers a simple "Thank You"

The key is finding methods that are right for a company's business, customers, marketplace, and style.

Words To The Wise

I have not failed. I've just found 10,000 ways that won't work. -- **Thomas Edison**

Edison's Home Page: www.thomasedison.com/

Why Use Radio?

Aside from the cost advantage versus, say, TV, millions of people still live with radio— in their homes, in their cars, on the go.

- For many, even in this TV/Internet age, radio is their primary source of information.
- People can multitask and still listen to radio— while dressing, driving to work, at work. While cooking, running errands, or jogging. You name it and radio is there.

FACT: 82 percent of adults age 18 or older listen to the radio while driving.

- Data collected over the last five years reveal little change in where people listen to the radio — except a steady climb in listenership in the CAR.
- This means, **radio is a great way to hit a moving target.**

Are you using Radio? Well, listen up: maybe you should look into it.

Find Radio Stations On The Internet

<http://www.radio-locator.com/>

Check Out 3 Great Sites

- **A different kind of search engine.** www.kosmix.com
- **World time. Give it a whirl.** http://www.worldtimeserver.com/current_time_in_US-TX.aspx
- **A great "free" dictionary. And more.** www.thefreedictionary.com

Re-Branding Is Shaking Up Bank Marketing

Let's face it, these days consumers are very insecure and fearful. So changing a bank's name to allay these fears is an appealing move.

Confirming this are recent *re-branding* trademark applications for banks and financial services: Like FirstSecure Bank and Trust Co; Fortress Wealth Management; and **Ally Bank** – **formerly the embattled GMAC Bank**.

The rationale for re-branding, as research indicates, is the need for a trusted bank partner.

Will the tactic of name change work? Maybe. But bank marketers should be extra cautious. Renaming a bank just to capitalize on a short-term situation could be disastrous.

Business cycles come and go, and the current economic crisis we're in will also pass.

Fast-Food Flash!

Subway replaces Burger King as 2nd largest restaurant chain. – **Restaurant News 6/09**

Ads That Made Marketing History

-- #1 in a Series --

“They laughed when I sat down at the piano - but when I started to play!”

-- U.S. School of Music, Ruthrauff & Ryan, 1925

Many say this is the Number One ad headline of all time. It's certainly a classic worth noting. Here's why:

- This ad and its offshoots have been used in direct marketing to first sell millions (and then billions) of dollars of products.
- Even though it was created over 80 years ago, the strategic thinking behind it is still valid.
- Consider how you can rework and apply the “They laughed...” concept to your advertising today – and create your own marketing history in 2009.

Tour The Planet From Your Desk...Via EarthCam!

<http://www.earthcam.com/network/>

About Ciaccio Communications

Ciaccio Communications is a Creative Service that works directly with clients, with ad agencies and with design firms.

- Over 25 years of local, regional, national marketing expertise, including PR.
- Services include copywriting, creative consulting, design, and execution for print, radio, TV, presentations, the Web, etc. Use us on project/a la carte basis or on retainer.
- Strategic, in-depth experience and seasoned partnership teams make us a complete one-stop resource for all your marketing, advertising and communications needs.
- Whether your target audience is the consumer or business-to-business, our strategic approach offers you an efficient, effective and creative way to meet your marketing objectives.

The bottom line for us: Results that make you look good. And successful.

Give us a call:
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Visit our website at:
www.CiaccioCommunications.com

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