



## Here's the Scoop

Understand if your audience is primarily left brain or right brain and speak to those attributes.

As a reminder here are some clues:

Left Brain prefers logic, details, facts, words, and are very practical some visual can be seen as a negative if too large and fluffy.

Right Brain prefers feelings, imagination, images, feelings, and may not take the time for detailed reading so images that communicate quickly help.

*"An executive for a paint company received complaints from workers in a blue office that the office was too cold. When the offices were painted a warm peach, the sweaters came off even though the temperature had not changed."*

Pantone (Never underestimate the power of colors)

## Fast Furious Frugal Marketing Revisions

Several people are asking about what they can do in today's economy for an inexpensive marketing impact.

Here's a list of some easy marketing modifications for you to ponder for your business.

1. Review and adjust your home page on your web site to address a current topic or event.
2. Be more helpful to customers, for example in providing more information to them that is useful and at n/c.
3. Do some legwork/research prior to your meetings with customers/suppliers and on topics that deepen your knowledge base. It's easy and inexpensive to learn more via the Internet on just about any subject matter, making you better prepared.
4. Link up with some other companies on the Internet or off-line for affiliation programs.
5. Induce a chuckle; most people appreciate a laugh during difficult times. Recently we purchased some hose nozzles, and I thought wouldn't it be fun if the options read: splash people, wash dogs, water plants, and wash cars with little icons. I bet several would be sold just because they were inexpensive and made a basic replacement purchase a little more fun. Someone will always be selling the "serious application ones."
6. Follow up on an electronic message, with an actual package in the mail that relates to the topic at hand for fun. Hey here's a tree seedling to replace that one you just killed.
7. Align your services or product to address the current changing climate conditions. Several sales were lost recently on the West Coast as stores ran out of fans and a/c units, start reading and including the long-forecasted weather into your product plans. Be ready to change packaging to protect against the changes we are experiencing. I believe it's going to continue for some years yet so being prepared or considering other options might be a wise choice.



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# Meeting the team on the other side of the phone—Jones Soda

Now is a great time to gain the attention of new markets for your product or service since several have more time than usual to listen.

So when I was asked to come up with a promotion to gain the attention of a new market segment within a tight budget, we decided to team up with a fun brand called Jones Soda.

Jones Soda has been a great marketing partner by being helpful in making sure our client's message and package arrives to the right person. They have reasonable minimum run requirements for customized soda labels and you can check them out at <http://www.jonessoda.com>. The product has been well received and opens the door for additional conversations.

During our recent vacation to Seattle we stopped by to say hi to their team and of course my 12 year-old son wanted to check them out. We were welcomed and given a tour of a nice down-to-earth corporate office with many smiling faces. It's so refreshing to see people just wanting to do a good job and have fun when appropriate.



Debbie Newhouse and family stop by to say hi to Jones Soda

Our tour guide was humble unlike other company tours we have been on, and the conversation was honest and direct. Jones Soda has wonderful marketing going on and is very active on their web site. Check them out- you might just get some marketing ideas and a smile on your face!

## Marketing Work Portfolio



ResinDek® XLD50 and LD50 catalog page. (John Bailey Design & Newhouse Strategic Marketing, Inc.)

Fast Furious Frugal... continued

8. Offer less expensive options to customers. I love restaurants that allow me to order 1/2 portions of meals, because most of the time I can't eat it all anyway and don't need it.
9. Get organized, I know someone who just organized to find 5 staplers that they didn't know they had. This will provide savings and opportunities because when we de-clutter it makes it easier to see what needs to be fixed and eliminates unproductive distractions.