



Dispatch: Stop Doing Marketing Projects
and Start Campaigning

It's spring and what better time to have Transmyt help you implement a long-term digital marketing campaign? Of course, this can be a small investment in the beginning; however, the benefits of clear, well-designed, and eye-catching marketing materials far outweigh the short-term disjointed projects. Here are eight examples to help you drive your marketing from starter project to full-blown knock your socks off marketing campaign.

1 Stay connected with your clients!

Always try to get into their minds and know what they want. One of the best ways to do this is through online polling. While many people remain elusive in person, many will freely give you their preferences through surveys. According to a recent survey, one in four American Internet users has rated a product, person, or service online. Polls are one of the strongest indicators about who your clients are and what they want, thereby giving you a jump start on marketing.

2 Long-term marketing is better than short-term marketing.

Don't be erratic when it comes to marketing! Focus on long-term, consistent marketing to show your commitment. You'll get a higher return on investment through your hard work and dedication, and people will be more likely to notice your work.

3 Create events surrounding your campaign, year by year.

Highlight events, programs, initiatives, and PR throughout the year for your campaign. Focusing on events complements your marketing and gives you more recognition. A recent survey found that over 90% of marketing departments are planning to launch a social media campaign in 2008. You can organize a large invite or market your press release to a local paper. The possibilities are countless, and by focusing on PR you'll get the word out while staying on top of your mission.

4 Set a budget to help determine your marketing.

Figure out how much money you can spend on your marketing campaign. Have a range so you can find out the minimum and maximum amounts, and determine how that can shape your strategy. Look at cost vs. effect and channel your money into the tactics that will give you the greatest return on investment.

5 The digital world is not always your friend.

Never use digital media just for the sake of using it. Take a calculated approach and use multimedia based on what is most helpful to your campaign and your budget. Also make sure you know how to use digital media before using it! You don't want to waste time, money, and resources without knowing the right way to get the most impact.

6 If you're going to do it, do it right.

Hire marketing professionals, like Transmyt, who have the background, client credentials, and marketing expertise to implement your campaign. Just because your administrative assistant has heard of Constant Contact, Craig's List, or Google AdWords, does not mean that she should step into the role of CMO.

7 Try a year long web key campaign.

This tiny giant has earned its status as the most successful and savvy innovative promotional tool the market has ever seen. Send your clients promotional messages and advertisements all year long that only they can unlock with a tiny key that plugs right into their computer. These cost-effective tools are great for trade show marketing or hidden discounts and promotions.

