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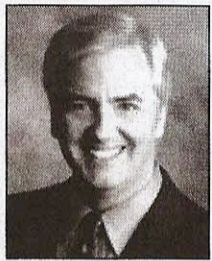
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Editor's Note. This is the first in a series of articles by Dan Gartlan covering the topic of Attraction Marketing. Each will appear in successive issues of The Business Ledger.

By Dan Gartlan

Often marketing is something only focused on once or twice a year. You may be buying media today, running online listings on Web sites your prospects frequent. You may even be using Google ad words and some limited print.



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marketing communications services. Contact him 630-627-5200.

But so is your competition.

How are you going to stand apart? Increasing your spending may not be an option with tightening margins. So how can you get prospects to notice you?

Over the past two years we have been asked by many companies what they can do to improve their marketing results. Budgets are tight and employees often have time on their hands due to decreased workloads or seasonality.

In June 2009 we began developing strategies companies can implement to build their businesses. It became clear that, in order to control spending, the focus would need to be on non-media driven strategies. Further discussion led us to the term "Attraction Marketing."

What is Attraction Marketing? Attraction Marketing is the process of making your company, its products, services and culture more attractive to prospects by driving marketing initiatives with the people you already employ. In short, it means improving your attractiveness to your prospects and the marketplace.

We all want to be seen as attractive, be respected, admired and relevant. Similarly, Attraction Marketing addresses topics that can create these perceptions for businesses.

Some of the strategies will be familiar to you, though we hope to get you to think about them a little differently. Some of the tactics you may already be doing, and that's great. Hopefully we can show you how these things are connected and can build on each other.

Stevens & Tate Marketing has been the test group for Attraction Marketing for 12 months. At first there were eight strategies, each with a champion to drive it. We have narrowed it down to six strategies:

All dressed up—Make a great first impression by keeping your Web site

content relevant for your prospects dealing with today's economy.

Show up in style—Improve your tradeshow and association events results by setting goals and adding preplanning to every show and event.

Be impressive—Increase your position as a thought leader in your industry, specifically through feature articles, public relations and public speaking.

Become a socialite—Adding social marketing to your marketing mix gives prospects the opportunity to share ideas.

Lend a hand—Leverage pro bono work to its maximum potential for improving your culture, offering your team meaningful work and building deep relationships with industry leaders.

Stay top of mind—Capitalize on your database through mail and e-mail to keep prospects in touch with your thinking beyond your salespeople's reach.

The marketing march—We will also introduce you to the marketing march, a process to manage the six strategies and their champions. With this process you, as

the leader, will be able to spend minimal time yet stay in complete control of the evolution and direction of your version of Attraction Marketing.

We are confident that if you implement an initiative that builds your exposure year-round, you will see positive results. Over the next several months we will take you through each strategy in detail so you and your team can become more attractive.

Leadership & Layoffs:

LEADING WITH GRACE THROUGH A CRISIS

A CONVERSATION *with* CARL DILL...

OCTOBER 8TH, 2010 | 6:30AM TO 8:15AM | THE HYATT LODGE, 2815 JORIE BOULEVARD, OAK BROOK

Carl Dill, Managing Director of TriCour Partners and former CIO for AOL Time Warner and McDonald's Corporation



A CONVERSATION
with CARL DILL...

October 8th, 2010

The EBC explores the concept of transformational leadership, as it applies to you, your team, and your company.

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- What types of compromises/sacrifices have you made to get where you are today? Was it worth it? Any regrets?
- Have you ever had to lead an initiative when your heart's just not in it or you don't believe in it?

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