



January 2-6, 2012

Professional Development January 2-3
Exhibits Open January 4-6

Marketing Bloopers And Boo-Boos

Elaine Fogel

Solutions Marketing & Consulting

CAS - 1 pt

Tuesday, January 03, 2012

9:30 am - 10:30 am

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Marketing Bloopers and Boo-Boos Proofreading Quiz

#1

THE PRICE OF EXCEPTIONAL COPY AND CONSULTING IS JUST A DROP IN THE BUCKET COMPARED TO THE COSTS OF INEFFECTIVE MARKETING.

I know, I know...You've probably come to this page looking for a list of set prices. Unfortunately, because every project is different it's virtually impossible for me to give you an accurate estimate without knowing all the details. It really just depends on the type, size and scope of the project, as well as how much strategic planning you've already done.

Get Expert Marketing Advice—at No Additional Cost to You

Because I want to make sure your new marketing initiative is a success, in most cases, before I provide an initial estimate I ask all new clients to take advantage of a minimum of three to four hours of marketing consulting. At the end of this time, you get notes from our meeting, as well as a list of recommendations for moving your business forward.

This initial consultation lets us both make sure you have an effective overall marketing strategy for reaching your goals, and I can get all the information I need to create copywriting that gets you the results you need.

Once you decide to go forward with my proposal, the cost of any consulting is credited towards your project. So, *it really doesn't cost you anything extra to take advantage of my marketing expertise!*

#2

Thank you for the opportunity to earn your business. It's exciting working with respected professional marketers. We learn tons when we work with people like you.

When your first project is completed please let us know how we performed. We have great confidence in our craftsman.

Warm regards,
Don Harris

#3

Hi All,

It is that time of year again and XYZ University is holding their annual career day... If you would like partake this year, please e-mail John directly. I unfortunately have a conflict this year, otherwise I would defiantly be there.

#4

Thank you for attending last weeks luncheon. We were very pleased to see so much support from our community. Over the next few weeks our team will contact you to introduce themself.

#5

Hello Friends!

I have made a change and I am now with [company name].

Please make a note of my new business contact information, and don't forget to contact me with questions.

Mobil

Email

Website

Best Regards,

Diane Kane

****A Referral Is The Greatest Complement I Can Receive!!****

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