

# Desert Spin

TIPS ABOUT PLANNING AND MARKETING



## Marketing Information OVERDRIVE

Marketing is a broad term that can encompass most anything, just like the term "vehicle". It needs to be categorized and then broken into sub categories. For instance, marketing includes planning, branding, design and public relations. Just like vehicles include SUV, luxury, intermediate and compact. This concept can continue down to the level needed to understand what marketing is all about. The main thing to remember is, not all types of marketing are appropriate for every business. An infomercial may work great for one business when publication advertisements and direct mail are the only way to go for another. Every business is different and they each need a custom marketing plan tailored to achieve their specific goals.



If you need a jump start with your Planning, Marketing or Public Relations, call us.

## Plan Before You Rev-up Those Engines...

Have you ever watched the pit crew at a race? They operate like a well-oiled machine. Everyone has a job, everyone knows what his/her job is and the execution goes off without a hitch—the car is back on the track in seconds. That's called strategic planning. Do you have a strategic plan for your business? Do you know your job? Do your employees know theirs? Do you stay on track? First you need to set goals—get everyone revved up! **Bang! And you're off**—count the laps of the track, they're the benchmarks to keep you on target. Watch out for the red flag, it's a detour. No problem for you though, you have a plan. You're coming around the final lap. Watch for the checkered flag! Success!

## Public Relations Information Traction Control

Public Relations is a competitive race. First you have to get a good spin on things and the wheels turning. You'll want to use manual shifting—nothing happens automatically. You have to jump into the drivers seat, turn off the cruise control, put the pedal to the metal and get your information onto the right media highway. Handling is the key, keep a tight grip and your ride will get you to your exposure destination.

