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Take Advantage of Summer Slow Down

by Carolyn West Price

While summer, to some, means business is a bit slower, to others this represents a golden opportunity to get your head above water and reassess your marketing—to gear up for the fall.

Here are a few suggestions for you to consider as you review your marketing efforts.

Think about client relations. What are you doing in the next 30–60 days to get in touch with those in your database? (If you don't have a database, maybe this is prime time to develop one—whether you outsource it or do it in-house.) Are you sending a flyer, an invitation to an event, a newsletter? Making a personal call to at least a percentage of your list each week so they know you're thinking of them?

Consider this same systematic approach to staying “in the faces” of your referral sources. Remember, out of sight, out of mind and they'll soon start sending referrals to someone who is more aggressive in maintaining those relationships.

Think about public relations. What are you doing to increase your goodwill in the community? What are you doing that is newsworthy to put your name in the limelight via press releases, contributed articles, interviews, or feature stories? Create news by sponsoring a charity event...but be sure to toot your own horn.

Think about direct selling. What face-to-face opportunities do you have to impress people with your knowledge or skill—to make them aware you exist? Are you attending Chamber or CBX events and making a point of circulating throughout the room? Do you or any of your staff belong to a “leads” club so you have regular interaction with people who can refer business your way? Are you gearing up for any trade shows and giving thought in advance about ways to attract attendees to your booth and to capture leads?

If any of these activities have been on your “to do” list of good intentions, now is the time to



take advantage of any slow-up in business (or at least a good kick in the pants) to get moving on your marketing. Remember, we're now in the seventh month of the year—over that half-way mark, and need to hit those year-end objectives. Examining your marketing, outsourcing what you can't get to, and committing to increasing your visibility will make reaching those objectives easier than you think...just do it.

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