#1 Tip

Create a consistent experience across all channels.

Building a marketing campaign across all your channels means you’re providing your target audience with a seamless, consistent, and cohesive experience wherever they go and see your messages. It’s crucial to create a consistent user experience regardless of which channels your customers are using.

**Holiday Fun Facts**

SANTA WAS DESIGNED BY A COMMITTEE. The New York Historical Society, founded in 1804 by John Hintz, established the design of Santa Claus that we’re so familiar with today. It’s a fashion statement that stood the test of time for 220 years.

COCA-COLA REBRANDED SANTA TO RED. Before the 1930’s, Santa was shown wearing blue, white, and green outfits until Coca-Cola began portraying Santa in their ads wearing red and white.

RUDOLPH WANTS YOU TO BUY MORE STUFF. Rudolph was developed as a marketing tactic by the Montgomery Ward department store to get kids to buy holiday coloring books.

**Marketing Plans**

as low as $600

About Us

Balancelogic® is a leading back-office support and services company providing:

- IT Support & Managed Services
- Avaya Phone Systems
- Marketing Services
- Graphic Design Services
- Web Design Services
- Business Consulting

to the small business community. Our focus is to provide our clients with services that result in cost savings and business operational efficiency. **The Answer for Small Business!™**

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**A Marketing Plan that Decks the Halls**

The holidays are upon us, and there is no escaping the Madness of shoppers, decorations, lights, food, and holiday madness for the remainder of 2018. You might be rolling your eyes at the fact that you started hearing Christmas tunes blast through your radio as early as October; not to mention that every store in the mall has been decorated in red, green, silver, and gold since September! There is a reason for all of this madness and that is - Marketing. Marketing is an essential part of every small business.

Many small businesses don’t place enough importance on marketing. They often see it as something that requires a lot of money and fancy advertising campaigns. However, marketing is about much more than advertising and sales. Marketing helps you find out what makes your business unique. Marketing presents a continuous process that every business must perform from the beginning. If marketing is a process, then a Marketing Plan is the tool for implementing that process.

Simply put, a Marketing Plan is a detailed roadmap that outlines all your marketing strategies, tactics, activities, costs, and projected results over a period of time. Marketing planning helps you develop products and services in your business that meets the needs of your target market. Good marketing helps your customers understand why your product or service is better than, or different from, the competition. A good Marketing Plan can help you reach your target audience, boost your customer base, and ultimately, increase your bottom line.

Working with Balancelogic is like having an instant team at your fingertips. We take the time to get to know your business and work with you to find the most cost-effective way to get the results you’re looking for. With Balancelogic’s Marketing Team at your side, we will create a marketing strategy that is dynamic, effective, and affordable. Our Marketing Team combines the creativity of Graphic Designers, the thought leadership of Social Media Specialists, the vision and communication skills of Marketing Experts, and most importantly, the benefit of having an entire team at your disposal. Whether we work with you for a single campaign or help put together an entire Marketing Plan, Balancelogic’s Marketing Team will help you every step of the way.

**Sign up for our Monthly Marketing Services and get the first month FREE! Call Balancelogic today at (301) 396-8455 for more information.**

**DOES YOUR MARKETING PLAN MAKE THE NICE LIST?**

1. **TARGET MARKET**
   
   You need to have an idea of your ideal clients. Who are you targeting specifically? Where do they live? What challenges will they have? Where will you find them?

2. **POSITIONING STATEMENT**
   
   This statement will set you apart from your competition and provide clarity about how you want to present your product and services.
   
   Answer this question: What does your business do better than anyone else can?

3. **VALUE**
   
   What value will you offer your target clients that they can’t get anywhere else? What will make them think the value they’re receiving will surpass the financial investment required?

4. **GOALS**
   
   Look back on the goals you outlined in your business plan and create marketing goals that match up. What will you need to achieve through your marketing that will help you reach your overall business goals?

5. **SWOT ANALYSIS**
   
   A SWOT Analysis is an opportunity for you to identify not only your own strengths, weaknesses, opportunities, and threats, but also your competition. The data you uncover can help you formulate ideas for improving your marketing message and open your eyes to what your competition is doing.