

Want to de-mystify marketing your business?  
Want to improve your bottom line with marketing that's more strategic?

Try

# Marketing Snapshot

With a small investment of your time and money, you  
can have an experienced marketer scan your current efforts  
and make key strategic recommendations for the future.

NEW IN 2007



## YOUR BENEFITS

In a pilot project, four businesses in the Strip District identified some Key Benefits to the **Marketing Snapshot** process:

- It gives a Big Picture of your opportunities.
- It provides an objective look at your marketing.
- It takes little of your valuable time.
- It costs little to identify your future strategies.
- It brings you fresh ideas.

## THUMBS UP REVIEWS

All four businesses were **"Very Satisfied"** with:

- Marketing Snapshot's **recommendations in their custom report**
- Marketing Snapshot's **potential to improve their marketing**
- Marketing Snapshot's **overall value for their business**

*Plus, all four will **implement** Marketing Snapshot recommendations in the future.*

## HOW Marketing Snapshot WORKS...

- **Step 1:** You answer 11 basic "starter" questions about your business to the best of your ability and time available. Involve some of your staff if you wish.
- **Step 2:** We meet to discuss needs, opportunities, priorities and strategies.
- **Step 3:** I do more research and prepare a 6-9 page custom report outlining positive steps you might take in the future, a "menu" of possibilities.
- **Step 4:** We meet again to discuss the report, answer questions and consider next steps.

Time required of you: 2-3 hours over 10 days. Basic cost: \$900

Marketing Snapshot reports feature low cost, practical, basic and cooperative promotion solutions.

To get your Bigger Picture...Call Randy Strothman 412-322-9720 [randystrothman@comcast.net](mailto:randystrothman@comcast.net)