



Up-to-the-Minute PR & Marketing News

Everyone is looking to secure a marketing edge during these times. As a PR and marketing firm, we are always looking through articles, blogs, and other sources of information that would be of interest. To that end, we have developed this "best practices" newsletter in order to share some of the more noteworthy material with our friends and clients. We believe you'll find the information quite useful.

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Resolved to Keep on Marketing, Even in Tight-Fisted Times

New York Times Article

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ATTENDEES of a big annual conference for marketers, held here last week, could have been forgiven for believing they had stumbled into a symposium for scholars of American history in the 1930s.

These are some of the words and phrases heard during the conference, the 98th annual meeting of the Association of National Advertisers: "financial crisis," "scary," "foreclosure," "economic crisis," "difficult times," "the chaotic financial markets," "devastating," "under siege" and "unprecedented."

There were even references to "Happy Days Are Here Again," which became the unofficial theme song of those who fought to forestall the effects of the Great Depression, and to "the only thing we have to fear is fear itself," the encouraging words of Franklin D. Roosevelt during his first inaugural address, in 1933.

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### **Mistakes Marketers Make**

Wall Street Journal Article

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Executives often suspect that much of the money their companies spend on marketing is wasted. In many cases, they're right.

The problem is that too much marketing is based on conventional wisdom. And the old assumptions ignore advances in the understanding of consumer behavior -- discoveries that have been validated across a wide range of product categories in markets around the world.

The result is twofold: Sales suffer, and money is drained away that could instead go straight to the bottom line or be more profitably invested. In tough economic times like these, especially, companies can't afford that kind of misstep.

Here, then, are seven elements of marketing's conventional wisdom, and some thoughts on what marketers should really be doing.

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Trying Times or age of opportunity?

Miami Herald Article

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How do you react to this media message: "These are trying times! We're in an economic slowdown." Is your proverbial glass now less than half full?

If you're like many small business owners, you've got to be worried about failure.

Listen to the experts. They cite five reasons for small businesses failure: poor management, wearing too many hats, lack of working capital, cash flow problems and rapid growth.

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