

The TRUE economy—A Marketers View.

In today's economy we find ourselves in a precarious position as marketers. We need to do more to generate sales, but have less budget to do it with. This requires some creative thinking and an adjustment to the overall strategy. Strategy? Who has time to get to strategy when we are constantly focused on execution--- and the bottom line. Isn't strategy for those with the luxury of time?

Au contraire, my friend. This is the most important time to FIND the time to develop the go-forward strategy. Making appropriate adjustments for the current market climate and creating a plan that will get you through the next three years. Streamline your spending based on marketing programs that are performing—and cut wasted expenditures. So, you end up saving money and improving the bottom line. And, if you do not have the time or the ability to do this kind of thinking, there are organizations out there that can help you.

No, I don't mean the traditional marketing or advertising agency where you are often left wondering what you are buying for the hefty price tag. There are firms out there who have structured themselves for the TRUE economy. Lean, mean, smart and accessible. This is the new breed of consultancy that can provide expert strategic advice and be your execution team as well- if you so require.

Look closely at the market and who you can hire to help you build your business or simply get on track quickly and without the exorbitant fees of large agencies who employ many. Wouldn't you want to benefit from the mind of an executive marketer from your industry who has client-side experience and thinks in terms of the bottom line? Someone who is fresh out of industry who is efficient and effective. And someone you can afford to hire on your terms, without having to commit to a lengthy engagement.

C3 provides such a working structure and has the service model to support your marketing needs on your terms. Ask about C3's Marketing Optimizer programs. Contact us at info@c-centered.com or call us at 416-406-1224.

Getting the right proposition to the right audience at the right time using the right communication method, and expending as little resources as possible.

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