

### Your Mickey Mouse marketing campaign

#0808

Planning a family vacation to Disney is very similar to planning a marketing campaign. By thinking ahead, you can have fun, satisfying, long-lasting rewards from both. Hop aboard the marketing monorail and lets get started on...**Your Mickey Mouse Marketing Campaign**

One of the first things you think about when you start to plan your Disney vacation is what you would like to do: get up early to grab a spot at a character breakfast, visit three theme parks, take in some shows or relax at the poolside bar.

Now apply that thinking to your marketing campaign. What would you like to do? Get more clients? More sales? Increase awareness about your business? Create a sense of community among your employees? Knowing what you want to achieve will allow you to create a more effective campaign.

#### Your "Small World" is really an "Animal Kingdom" after all

If you were going to Disney with the small fry, you'd plan to spend a lot of time with Mickey in the Magic Kingdom. But visit with other adults and you'd probably plan to toast each other with the featured beverage from every country as you make your way around the world at Epcot.

Now think of your target audience for this marketing campaign. Who are you trying to connect with: current or past clients? Warm prospects? Cold prospects? Consumers? Businesses? Colleagues? Employees? Just as you wouldn't expect a five-year-old to appreciate all the international exhibits and cuisine found in Epcot the same way as your adult friends would, you know you can't send the exact same message in the exact same way to every different type of contact you have.



#### Your carriage (or flying carpet or pirate ship) awaits!

To get to Disney, would you plan to take a leisurely back roads drive across the country with your five-year-old or would you plan to hop on a plane, get there fast and dive right into the fun?

In the same way, you need to consider the best vehicle to deliver your message to your target audience. What is the best way to reach this audience with this message: a quick and entertaining monthly e-newsletter? A quarterly postcard? An information-packed, multiple-page brochure complete with product info., pricing structure, testimonials and success stories? A sales letter? PowerPoint presentation? Seminar? Webinar?

#### Having a wonderful time, glad you're all here!

And now that you've gotten everyone to Disney, what is it that you want your fellow travelers to do? Have fun? Learn something new? Strengthen their relationship with you? What about the recipients of your marketing message? Do you want them to call you for a free consultation or estimate? Place an order? Visit you online? Keep you in mind next time they need the service you offer?

When you take a vacation, you want to get the best bang for your buck. So you set your budget and plan how you'll spend it very carefully, always keeping your fellow travelers in mind. That's what your marketing campaign should do, too. Done right, you'll get the same fantastic result: a good time will be had by all and they'll want to do it with you again and again!

#### Don't get lost in the Hundred-Acre Wood!

To get your marketing campaign on the road to success, contact me at [gail@gmawriting.com](mailto:gail@gmawriting.com). I'll be glad to help!

Till next time,

*Gail*

### Can you hear me now?

Whether you realize it or not, you send a message in everything you do from how you answer the phone to how you follow up with customers.



Here are a few ways you can communicate with your audience:

Web site  
Business publications  
E-newsletter  
Brochure

Press releases  
Trade publication articles  
Direct Mail

Newspaper, radio, & TV ads  
Seminars

Social Media  
Signage  
Business Cards  
Blogs  
Books  
Magazines  
Catalogs  
Fund raising events  
Charitable contributions

*What are you saying with your communications?*

GMA Writing Services can help you create relationship-building communications to make connections with your clients that get the response you want!

Lets start a conversation now at 508.936.0521.  
Or drop me a line at [gail@gmawriting.com](mailto:gail@gmawriting.com).