



marketing and design

Newsletter

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Good News Corner Consumer confidence rises again in June

June 13, 2009

Confidence among U.S. consumers rose for a fourth straight month in June, reinforcing signs of an impending end to the recession. Follow this link to read more:

<http://www3.signonsandiego.com/stories/2009/jun/13/1b13bizbrfs2181/>

We would like to hear your good news too, email us at forward@tntmarketingdesign.com and let us know a positive story about the happenings of your business.

Featured Article

80% vs. 20%.

Which would you like more of?

by Clint Campbell

By now we've all heard that 80% of our business comes from 20% of our customers. When I first heard this term I was skeptical that such a broad, general statement could apply to every business. After years of work in construction, retail, service, and sales, I can honestly say that it is a real and valid way to look at any profitable venture.

I think it's easy to say that we all would like to spend more time servicing the clients that bring us 80% of our business. Not to say that we should turn our backs on 20% of the work we do, but we do want to focus on which customers are bringing us most of our business.

This is where an experienced marketing team can help you reach out to the people that need the product or service that you are uniquely able to provide them.

A few of the things that are necessary before any marketing plan is put in place is:

- 1) Who are your current users?
- 2) Who are your potential users?
- 3) Where are they searching for your particular product/service?

A short consultation with TNT's experienced staff will show you how to maximize your marketing dollar and get your business in front of your target market. This is the difference between throwing money away and having a strong marketing plan.

FREE Website Evaluation

Includes: Keyword Research, Competitive Analysis, SEO Recommendations

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Home Ideas Center Update

We are pleased to announce that the doors are now open at the Home Ideas Center and the multi-media campaign has begun.

The goal of the campaign is to get maximum exposure at the best cost. By doing a combination of television, radio and print we are able to reach their target audience as well as firmly establish their name in the market.

TNT Marketing and Design had the opportunity to write and produce the media campaigns. "We got the chance to work closely with the client to ensure that everything was just the way they wanted it" said Noah Taylor, VP of Business Development. "Because of this we had everything there ready to go so production of both the television and radio ads went very smoothly, it was really fun to see the entire process through from start to finish" said Taylor.

The Home Ideas Center will also be adding event-based print advertising. Taylor added "It's vital to have a well-researched media campaign to ensure that every marketing dollar spent is working for the client". Click here to view the television commercial:

<http://www.youtube.com/user/TNTMarketing>

For more information call (877) 868-1070 or go to <http://www.tntmarketingdesign.com/homeidea.html>

Top Ten Reasons

You Should Call TNT Marketing and Design

- 10) If your kids know more about web design then you.
- 9) If you think CRM stands for "Can't Remember Much"
- 8) If you think "Web Optimization" means having a website with a fast internet connection.
- 7) If you're still sorting your leads on index cards
- 6) If you think typography has anything to do with geography
- 5) If you have more than one title at your Company
- 4) If you wonder if you are getting the best possible rates from your advertisers
- 3) If you're designing ads in Microsoft Word or Publisher
- 2) If you believe the best way to track your advertising is to ask the customer.
- 1) If you think advertising doesn't work