

Monthly
Marketing
Morsels

MAY 2023



STAY SMART AND STAY IN BUSINESS.

LIFE EXPRESSED IN **25** WORDS OR LESS

DISTILLED WISDOM FOR LIFE

JACK CANTWELL

BOOKS MAKE GREAT GIFTS!

Kindle version available on amazon.com \$3.99

Contact: jack@skylimitmarketing.com or 717-269-0288

Mailing address: 19 Springhouse Drive Myerstown, PA 17067

I consider myself a lifetime learner for my profession.

It must work. I am keeping up with the craft I have been practicing since I clutched my BS degree from Ithaca College in 1960. Proud to say I added another new client to my roster since you last heard from me.

My learning book this month is a workbook-style tome called Digital Marketing Quickstart Guide by experienced Pro David Sweeney. It's a useful guide, provides good directions, and reinforces a lot of stuff I have practiced with my own clients over the years. Worth checking out.

Sweeney reminds us right out the gate that your digital marketing strategy has to be based on an understating of what we call "traditional marketing". It is not a replacement for "marketing" but an enhancement for valid reasons (my conclusion too). My favorite definition of the many attributed to marketing is "what other people think of who you are and what you do", Find ways to understand and reinforce that thought.

Another perspective – How does your product or service provide value for the people you have identified as "the customer"? The more you have a handle on the customer mindset, the better chances you have to succeed as a marketer.

Oh yes ... **SMART**. It is an icon for Specific, Measurable, Actionable, Relevant, and Time-bound, if you are planning something, SMART is a very useful checklist. Another tip – look up Inbound Marketing and Outbound Marketing. This list will also slide you into a digital marketing strategy (if that's what your client needs).

As a marketer, you find yourself utilizing a lot of written communication. Always stay sensitive to writing your message from the point of view of the reader. People could care less about reading about you talking about yourself.



Call Jack Cantwell at Skylimit Marketing 717-269-0288 for a free consultation. You can also email jack@skylimitmarketing.com or visit www.skylimitmarketing.com



We Plan. I Write. You Win.