

# 3 Conditions

Will Determine A Successful Business

Marketing



On A Dime

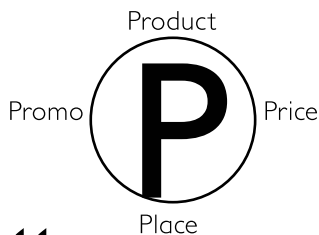
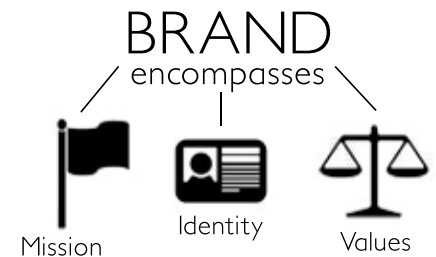
@brandon\_d\_logan

## 1. You must have an identity\*

\*At least have an identity, but strive to build a brand



Customers buy into your brand, the experience, and the lifestyle associated with your products and services.



“The fifth ‘P’ of marketing is Personalization”

## 2. You must know your customers

Inside and out!

and...

## 3. You must have a desirable product or service.

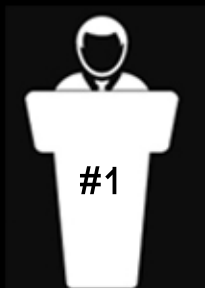


With the right insights, we can make anything desirable

## Low-Cost Marketing Strategies

That You Can Implement Today!

### Brand Advocacy



Nothing beats personal selling and being enthusiastic about your company. You should be your own biggest fan.

### Social Blogging



Be a “content DJ” by curating articles, writing your own, and connecting with your customers on a deep, emotional level through social blogging.

### Referral Network



If you do a good job, they will come...and tell their friends, then they will come...and so on... Reward and embrace referrals until your plate is full.

