

“High Impact Low Cost Promotion”

FINE Business Networking

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**Presented by
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**The Roart Group, LLC
www.theroartgroup.com**

IMAGE - HOOK- IDENTITY

- ALL THE NEWS THAT'S FIT TO PRINT
- WHAT CAN BROWN DO FOR YOU
- AMERICA'S MOST CONVENIENT BANK
- YOUR LINK TO FINANCIAL SUCCESS

What Product Is Being Sold? What Business Are They In?

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are needed to see this picture.



NY Times
“All The News That’s
Fit To Print”

UPS
“What Can Brown Do
For You?”

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TD Bank
“America’s
Most
Convenient Bank”
The Roart Group
“Your Link To Financial
Success”

Enhancement of Image

- Identity Package
- Business Cards
- Stationery

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How Do You Want Your Business
Perceived in the Marketplace?

Maintain A High Profile

- Website
- Press Kit
- Firm Brochure



Enhances Your Presentation — Validates
Your Business

Acts as a Conversation Piece

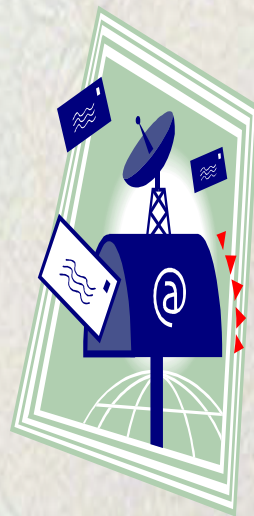
Establish Awareness

- Association Involvement
 - Norwalk Chamber & Become Active
- Community Activities
- Join Civic Associations
- Social Networking— LinkedIn, Facebook
- Join Leads Groups



Email Blasts

- Build an Email Data Base
- Email Updates on New Products/Services
- Email Newsworthy Events
- Email Monthly Newsletters



Direct Mail Campaign

Develop a Prospect File
Through Networking

Create a Quality Mailing List

Send a Direct Mail Promotional
Campaign

75% Chance Your Mailing Will
Be Read

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Advertising

- Select Advertising Media That Targets Your Market
- Local Papers
- Association Newsletters
- Radio
- Television
- Cross Market — Web Links



Speaking Engagements

- Be a Featured Speaker at an Association Monthly Meeting
- Give Presentations at Universities or Colleges
- Be a Speaker at National Conventions
- Speak at Civic Associations



Promotions



- Participate in Trade Shows & Expos
- Have a drawing
- Offer Free Consultations
- Sponsor a Team or Corporate Challenge
- Hold Networking Events
- Hold Special Events



Write Articles

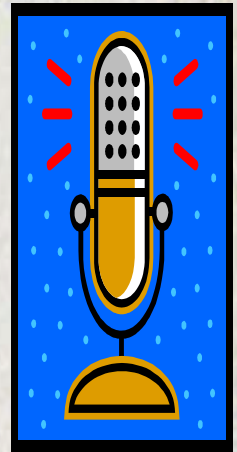


- Write an Article for a Local Newspaper or Magazine
- Seize Opportunities to Get Your Name and the Name of Your Company in Print
- Reprint Your Article and Send to Your Mailing List
- Send Press Releases

Publicize Skills

through.....

- Association Involvement
- Networking
- Email and Direct Mail
- Newsletters
- Advertising
- Speaking Engagements
- Seminars/Roundtables/
Workshops
- Promotions
- Articles
- Press Releases



Set Smart Goals

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- If you don't know where you are going, how will you know when you're there?
- The journey to success, like any other journey, must have a destination, a goal.

5 Steps to successful goal setting

1. Think clearly and set realistic goals
2. Create an action plan with deadlines
3. Have real expectations of what you want to achieve
4. Have confidence in yourself and your abilities
5. Be determined to follow through on your plan regardless of obstacles

“Think Out of The Box.”

- A High Impact/Low Cost Promotion is an Effective Plan in which Marketing and Sales Strategies Will Give You And Your Company A Competitive Edge!
- Be Creative and Think Out of the Box!

