

## Make the Most of Your Marketing and Advertising

To make the most of your marketing and advertising, there are a few things to consider:

1. **Look at the changing trends in your specific industry and discover how to get your piece of the pie.** For example, several issues have come about recently about brides using IPOD's instead of a professional DJ. *A DJ in Albuquerque created an IPOD package for brides where he supplied, set up and broke down his system and inserted the bride's IPOD, but had no presence at the reception.* When asked how it was working, he said he was generating extra revenue, but in most cases, when the bride came in to meet with him, he was able to UPSELL them into a typical package! You can't fight the reality of the trends, you have to fight for your piece of the pie by marketing and selling better to the consumer.
2. **Position Yourself.** Decide what your special sauce is. *Find out what sets you apart from your competition.* Carbon copy companies are just that. Don't strive to be just like your competition, strive to be unique and position yourself separately.
3. **Be honest in your promotions.** Anyone can claim to be the best. *Be specific, but be honest.* Why are you the best or the most experienced? A videographer brings 3 cameras. A photographer has 20 years of experience. A wedding planner has done 200 weddings. If you're not honest in promoting yourself, consumers will see through it and your reputation will be affected.

In taking our own advice, with Perfect Wedding Guide, while we strive to be unique and creative with our products, services, promotions and events, we will always provide you with accurate information and we will never knowingly mislead you. We work diligently everyday to provide real results that matter to you!

For you, keep up with current trends, find a way to make extra sales that are supported by those trends, position your company in the marketplace, and stay honest with your marketing and promotions. When done well, you will begin to see more results!