

Marketing - 2



- **Learn key companies**
 - Online searches, read blogs, associations
- **Identify potential partners**
 - Manufacturer vs. service, local presence, community standing
 - Understand exactly what the company does
 - Learn key facts, drivers; research and read, online resources
 - Learn their NEEDS, key personalities, decision makers
- **Database all contacts**
 - Scattered Lists don't cut it
 - Have your Marketing Material ready!