



## Silver Bullets for Business Growth



*Providing creative solutions to difficult marketing & sales challenges, based on experience with companies in over 50 different industries.*

***Rick Wemmers***– Consultant, Speaker, Coach

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### ★ ***Mobile Marketing Reeves UP***

A recent Forrester Research report shows people in increasing numbers are using their cell phones to do more and more of their daily activities. Here are a few exotic ideas from Scott Hornstein:

- In Sweden, if you want to park in an open, designated spot, you can reserve it via your cell phone for a certain time period. The charge appears on your cell bill.
- In England, Cadbury runs a sweepstakes using codes on candy wrappers. To see if you've won, you text message the code to a designated number.
- In Europe if you want to log your opinion or get a coupon, you can do it through your cell phone.

EMarketer reports that 76.5 % of Americans have a cell phone. This is expected to climb to 95% by 2010.



### ★ ***Marketing Tips:***

Guerrilla Marketing reports these marketing tips:

- Make your voice mail more effective by including announcements of upcoming events, sales, or bargains.
- 90% of consumers are likely to respond to cause-related marketing...even if they have to pay higher prices.
- A clothing store gave away umbrellas to use on rainy days IF they agreed to return them. 99% were returned and 25 new accounts were opened.

### ★ *Chief Marketing Officers Still In Trouble*

The CMO Council's recent study reports CMO still have a long way to go toward understanding and interacting with consumers. It found that 75% didn't have a Customer Advisory Board or Council. 66% of CMOs don't have a word-of-mouth program in action. (It's no wonder the average job life for CMOs is less than 2 years.)



### ★ *Marketing Tid Bits*

- Email marketing is still working in spite of major move to text messaging.
- Trade shows are making a come back...need for face-to-face communications.
- Acquiring new customers is #1 goal for majority of B-2-B marketers in 2007.
- Telemarketing is the most effective lead generator.



## **Jokes**

### *Keeping Your Office Sanity*

- Every time someone asks you to do something, ask if they want fries with that.
- Put the garbage can on your desk and label it "IN".
- Have co-workers address you by your wrestling name – Bull.

### *Famous Sayings*

- Light travels faster than sound. This is why some people appear bright until you hear them speak.
- Those who live by the sword get shot by those who don't.
- The shin bone is a device for finding furniture in a dark room.

***“I’ve Lost My Baggage”***

An Irishman arrived at J.F.K. Airport and wandered around the terminal with tears streaming down his cheeks. An airline employee asked him if he was already homesick. “No,” replied the Irishman. “*I’ve lost all me luggage!*” “*How’d that happen?*” “*The cork fell out!*” said the Irishman.

***Ten Commandments***

The real reason we can’t have the Ten Commandments in a Courthouse? You cannot post “Thou Shalt Not Steal”, “Thou Shalt Not Commit Adultery” and “Thou Shalt Not Lie” in a building full of lawyers and judges.



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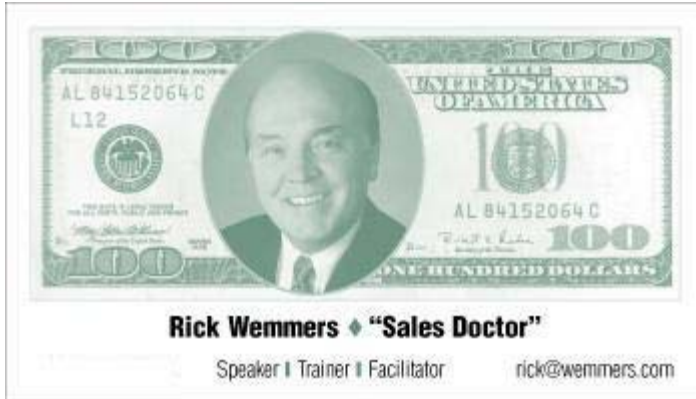


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