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All Brite Cleaning

Marketing Presentation

- **Cross Marketing - Two or more companies come together to package their products or services together to benefit each company and the consumer.**
- **Joint Venture - a strategic alliance where two or more people or companies agree to contribute goods, services and/or capital to a common commercial enterprise. Why it's important.**
- **Inexpensive way to market products/services**
- **Target Audiences, like clients - Think outside the box, Websites: people trust your opinions**
- **Cost effective ways to reach new clients: gift cards, promo items, free info packs, business cards, brochures, referrals**
 - **Get started: make alliances or joint ventures, same target markets, similar core values**
 - **Take action: Contact that co., info, benefits, irresistible offer, involvement**
 - **Customer Surveys: keep you on the mark, what are clients looking for?**
- **Client retention: Newsletter, database, don't ignore your existing clients**
 - **Websites, link to each other**

Figure out where you're getting your returns