

Essential Marketing Wisdom



Whether you are a seasoned marketer working for a large organisation, an SME or a start-up company, this book is of value to you. It will challenge your existing knowledge and will broaden your understanding on the subject of strategically marketing and professionally branding your business. Sure, many small to medium companies have a good understanding of the product or service they provide, but frequently are not as knowledgeable at effectively managing the sales, marketing and raising the brand profile of their businesses. Larger corporations or top brands generally do this better and its no coincidence they are more successful. A common scenario I encounter is where the marketing effort is non-strategic, often reactive or even considered non-essential (frequently entrusting this important activity to amateurs, because theyre cheaper than hiring experts). If this sounds familiar to you, then you really will benefit from reading this little book, that punches well above its weight. I have been at the cutting edge of branding, professional graphic design and marketing for almost 20 years and together with my staff and consultants, have provided highly effective marketing, design and brand solutions to some of Irelands (and international) top FMCG, Pharma and Corporate businesses and brands (along with hundreds of start-ups and SMEs). Whatever business you think you are in, you are actually in the same business as everyone else... selling your products or services to customers and managing those relationships. Without customers/clients you dont have a business! As B.C. Forbes put it if you dont drive your business, you will be driven out of business and we all live by selling something, dont we? Therefore, your absolute primary function is to proactively market, sell and grow your business/customer relationships as smartly,

profitably and as creatively as you possibly can, in a professional way. Everything else is icing on the cake. Wil Lyons Brand & Marketing Consultant Dublin, Ireland www.artefact.ie

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