

This MONTH in Marketing

A monthly bulletin from Marketing Assistance Ltd

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Marketing thought for the year	<p>It's that time of year when you are exhorted to revisit your marketing strategy/plan to see if it is fit-for-purpose for the coming year. If you are one of the many with no formal written plan you may be tempted to have a go using one of the templates freely available. Nothing wrong with that . . . good luck . . . and you probably have more patience than ninety per cent of people in business! If you want a quick way of getting to the same place have a look at our short article HERE and if you really want the inside track go straight to the last paragraph.</p>
For once, this has nothing to do with marketing	<p>We were impressed by a circular coming from the Police listing four things you probably never realised your mobile phone could do. This includes an ingenious way you can open your car if you have mislaid your keys and, as a bonus, a way of contacting the Police if you are mugged at an ATM <u>without the thief knowing that you have summoned help</u>. Worth a look HERE.</p>
Marketing conundrum	<p>For the first time in 21 attempts our Christmas conundrum didn't produce a correct entry. You may remember that we gave a list of well known financiers such Sir Fred Goodwin (former chief exec of RBS), Andy Hornby (former chief exec of HBOS), Gordon Brown, Alastair Darling and George Osborne (all Chancellors of the Exchequer) and Sir Terry Wogan. We asked who was the odd man out and why. Our Terry was the obvious contender but the reason escaped everyone. Unbelievably, he was the only one on the list of eight who has a banking qualification. The moral of this tale escapes me but I am sure you can draw your own conclusion.</p>
Quote of the month	<p>"One of our products has been reformulated eighty times and is thriving". Attributed to Proctor and Gamble.</p>
For a quote	<p>For anything to do with marketing contact us on 01621 818555 or there is a contact form on our web site. HERE</p>

Marketing Assistance Ltd

Inworth Grange, Grange Road, Tiptree, Essex CO5 0QQ

01621 818555 | info@marketing-assistance.co.uk | www.marketing-assistance.co.uk

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