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MANAGEMENT
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Marketing, Sales & PR
Strategies That Drive Profits

▶ **Effective Strategies**

Press: All companies build projects, have processes and have people they are proud of. Promoting these in the press and other media outlets such as TV and Radio are a crucial aspect to a marketing campaign. Good press is a lot cheaper and more effective than paid advertising because it has 3rd party perspectives which add credibility. We have been effective at getting press for companies ranging from personal training to specific construction projects.

Industry Awards: This goes along with the press – they offer the credibility of 3rd party perspective and judging. Awards for projects and processes are great for employee morale, customer focused marketing and the award itself will generate press and can be used in other marketing materials. Obviously there has to be a reason to apply for the award but there are numerous awards out there and one of the key aspects of winning has to do with the presentation of the award.

Public Speaking: Public speaking is second only to writing a best-selling book when it comes to establishing a company as an expert in their field. There are a variety of industry conferences out there serving vertical markets that are filled with potential customers for your business. These opportunities should be analyzed very closely. Every company has specific skills and experiences that can prove very helpful to a group of customers.

Vertical Market Websites: Working alone or jointly this is a low-cost and very effective way to augment the above strategies, distribute information and generate leads. See www.infrastructure-security.org as an example.

▶ **Pulling It All Together**

There are truly only three basic aspects to running a business. (1) Get the business, (2) do the work and (3) keep score. All other systems and processes fall into one of these categories. A creative marketing strategy will drive leads to your estimators and drive growth and profits.

A perfect example of how to put this all together can be found in the way we approached the Bay Area Security Enhancement project. We started with a little press, expanded that significantly by working with the various vendors on the project doing joint press projects serving both general and specific vertical markets. This effort led to leads both directly from the press and from increased vendor leads because of our involvement in helping them promote their business. That led to a series of speaking engagements which we involved selected customers and potential customers creating a lot of reciprocal marketing leads. This same strategy has been executed on both internal and external projects, large and seemingly small.



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A Hands-On Approach

