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Marketing the Marketers: 50 Ways Marketing Services Providers Can Woo and Win New Clients

Henry DeVries

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MarketingtheMarketers 50 Ways Marketing Services ProvidersCan Woo and Win New Clients If you are a marketer who is a little frustrated about how to attract enough clients, you are not alone. Many marketing communications consultants ¿ advertising agencies, public relations firms, interactive Internet/Web companies, and graphic design studios -- struggle with marketing and hope that networking will bring them enough clients. This isn¿t exactly hoping and wishing for clients, but it is darn close. There is a better way to get marketing communications clients. The best marketing investment you can make is to get help creating informative Web sites, hosting persuasive seminars, booking speaking engagements, and getting published as a newsletter columnist and eventually a book author. Be the expert who educates people on how they compare to their peers and the best ways to overcome their obstacles. The more prospects you inform how to solve their problems in general, the more will hire you for the specifics.

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