

The Importance of Periodic Channel Program Evaluation - Passing Muster

Giant business houses believe that the largest corporate companies in the world cannot afford to become complacent when it comes to marketing their business. It can't be guaranteed that the valued customers will continue to return to your companies in the future as well. It is very vital that you keep their interest and respect for your company alive.

Why is traditional marketing/advertising dying? Many people today either cannot find their Yellow Pages Directory or they threw it away when it arrived. Companies that track their leads have learned that the Yellow Pages are no longer producing the desired results. Yellow Pages are not the only media where companies are seeing diminishing returns: newspapers, magazines, and direct mail pieces have all been effected by the Internet. The Internet puts information close at hand and provides the viewer access to more details at the click of the mouse.

You can contact the main office and offer to hold a free training teleseminars on an area you are knowledgeable about, such as using social media sites to market small businesses, article marketing, or blogging. This gives you the opportunity to show off what you can do to the members of the Chamber. You can use the small business you have been helping as an example. Make sure you tell them where they can find you if they want more information.

This begs the question: why do businesses even advertise in the yellow pages, on television, and the radio? To some extent the answer is: advertising using those media is expected. If customers and prospects do not hear or see these advertisements from the companies that have traditionally advertised in this manner; they will begin to question the staying power of the business. Conversely if the customers and prospects are not accustomed to seeing the business use the traditional advertising; they think nothing of it.

It is believed that business events are the ideal platforms for a company to reach to its target clients. For example, let us consider the occasion of an AGM or a seminar organised by a company. It is believed that the mass assembled there is the cr'e de la cr'e of the entire clientele, and it is the best opportunity for any company to show the customers their regards. It is noticed that such a treatment is going to give sure results. When a customer is appreciated in a public function, he/she gains a lot of popularity among his co-workers and friends. When the reason for his/her popularity is announced, the company who contributed for his fame comes in to the picture and the brand automatically gets promoted.

The idea is to let everyone in your city know who you are and what you can do to help them. Some may want to market for themselves, but many more will want to hire you to do it for them.

About the Author

[Trabajar](#) desde casa es fcil si sabes como Todo sobre [Juegos Mario](#) para gente que le gusta jugar

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