



Tom's Message Board

Media Shmedia

Does your company or organization have all the business it can handle these days? If your answer is YES, congratulations... you've found the *Holy Grail* of business! If your answer is NO, then this column is dedicated to you.

If you've heard it said that *necessity is the mother of invention*, then we're in for some exciting times ahead. Take the confusing, ever evolving world of marketing for example. Newsprint, direct mail, radio, email, TV, Twitter, Websites, Facebook, magazines, Internet landing pages, video, blah-blah-blah... where do you advertise? How do you spend your precious marketing dollars? How do you know which of these media will meet your needs? HOW DO YOU CUT THROUGH THE CLUTTER?!! We answer these questions in part at our **Media Shmedia** events. During difficult times with tight marketing budgets, and an overwhelming list of avenues to spend those funds, there are two general approaches to conducting business – you can pull the sheet up over your head and hope it goes away, OR you can stand up straight, take a deep breath, and storm the hill (think; the movie *Braveheart*)! In the spirit of William Wallace (Mel Gibson) and marketers everywhere... never give up and never surrender! It is in this frame of mind and out of necessity that *Media Shmedia* was born.

Nearly every businessperson I connect with is unsure, to some degree, how to best promote their business or organization. This is understandable given the rapid fire of new technology and communications sources hurtling our way every 3 to 6 months; but one thing is for certain, if you're not actively marketing at some level, your business will be left behind.

Media Shmedia is a 90 minute FREE lunch-n-learn conducted by the marketing team at Paw Print & Mail and our new division **Catamount Marketing** where we connect small groups of local business people from differing industries to share sales, marketing, and fundraising challenges and objectives. We will present case studies from actual clients' work that step through the problem-solving, creative, production process and discuss the measurable results inherent in these projects. We speak about the various marketing communication tools used, with the emphasis on how these tools provide a means toward solving a problem. We wrap the session around a free lunch, and invite people to participate in lively Q & A's, and discussion about your needs and challenges of your business.

As you read about the various marketing communication tools in this month's *Printips*, and you want to know how these tools can help build your business, you'll want to attend this **Media Shmedia** event. And if you find yourself hiding under a sheet at times, poke your head out, be brave, and keep an eye out for YOUR upcoming **Media Shmedia** invitation.

Media Shmedia...dig it!

Tom Brassard
President

