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The Most Recent Marketing Articles

[Build an Iron Fence Around Your Existing Customer Base](#)

Once your customer list starts growing, the next step is to bombard your list with quality advertising material that promotes your bar, provides entertainment value, encourages repeat business, and stimulates referrals. This is what I refer to as building an iron fence around your existing customer base. There are numerous competing clubs that your customers have to choose from every night they decide to go out.

[Market Technology: The Missing Link](#)

This tough-as-nails, market economy continues to prevail. Although the advent of the Internet, Social Media Networking and other innovative platforms have brought a new dimension to the Marketing task - companies still struggle with how to apply Marketing to their business to make a difference.

[Marketing Trends for 2012: 5 Things to Keep in Mind](#)

The New Year is upon us. And just like every other time we turn the page on the calendar year, it's time to look back on what just happened so we can anticipate what's going to happen. Here are five things to keep in mind for 2012.

[Bike Billboard Advertising: It's More Than an Ad - It's an Attraction](#)

All marketers should focus their marketing effort on the big three. Entertain. Inform. Create Curiosity. Bike billboard advertising hits on all three.

[Using Promotional Pens For Your Company](#)

Promotional pens are something everyone knows works. Let's look at some key points in how to use them and get the most out of them.

[How Mobile Technology Can Help You Sell Your Product](#)

Mobile technology is huge. Not only is it enormous and inexorable, but it is also incredibly useful in a multitude of industries. Perhaps the biggest industry that mobile technology affects is the marketing industry. Many people realize that mobile solutions are primarily beneficial for suppliers and business owners - unfortunately, not many people realize that this technology can also be used to greatly increase the productivity of sales people. Through specialty QR codes, mobile Smartsites, and SMS messaging, sales people can truly reach their full potential by harnessing these unique pieces of technology.

[Marketing, Communication, and Connection Changes](#)

For a business to succeed, the products, services, and messages that marketers are sending to consumers must fit upcoming trends to guarantee that marketing strategies meet what the consumers are interested in. According to a forecast done by JWT Intelligence, a marketing and communications consulting firm, upcoming trends will be determined by different factors like advancing technology, the idea of shared responsibility, and the economic situation. If marketers consider these in their coming efforts to gain and appeal to consumers, they have a higher chance of keeping up with consumer needs.

[How Promotional Mugs Can Help Market Your Business](#)

Promotional mugs are the ideal product for marketing your business. They are useful, practical and popular and

carry many benefits for exposing your brand logo.

[Retailers Increase Revenue With Accessory Sales](#)

Women's scarves are great accessories to boost overall retail sales. There are stories behind these items that help improve the overall image of the store. When the scarves are displayed appropriately and stories are told in some way the overall clothing sales of your store can improve dramatically.

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