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Insights to Improve Your Marketing

- 1 Create a “*distinctive*” branding message and live it.
- 2 Develop an elevator speech that shares the uniqueness of your company in 2 minutes or less.
- 3 Don’t let the dog eat your homework. Put in the work, always know your stuff.
- 4 Become a company of giants. Hire talent bigger than yourself.
- 5 Cultivate value-added vendor relationships. There’s much more to it than price.
- 6 Beware of the silver bullet, there are none.
- 7 Establish an “*integrated*” marketing program. Digital works best when part of a “*team.*”
- 8 Be “*everyday conversational*” and personal in all of your communication.
- 9 Remember KISS – keep it simple...stupid!
- 10 Perfect is the enemy of great. Don’t overthink your marketing.
- 11 Keep your website current, the content massaged and your SEO up-to-date.
- 12 Execute sensible postings to social media.
- 13 Blog, blog, blog.
- 14 Share your news with the world through strategically dropped media releases.
- 15 Don’t be afraid to repeat what works, and cut that which bombs.

If your score is less than 15 of 15, it’s time to have a “DISCOVERY” call with Vroman Graves Associates. 813.784.6319 or VromanGraves.com