

Stratigi.

Madonna – *she's a legend!*

...and a highly successful American pop singer. Madonna is a composer, actress, author, activist and fashion icon.

Whether you enjoy her music or not... there is one thing for sure, you have to admire this lady for her smart, savvy way she does business.

Having achieved a two-decade career! She knows her stuff!

Re-inventing her self numerous times to meet the market! And coming out tops, her accolades are endless!

Madonna's reinvention world tour in 2004, became her highest-grossing tour, once again confirmed the longevity of the Madonna brand!

From mesh-wearing, fish-net stocking Material Girl, to pointy-cone bra, tuxedo wearing diva, to sex-crazed woman, and finally to Zen and yoga-practicing mother, chances are we probably haven't seen half of what this pop icon has yet to achieve.

The message is clear... in case you haven't got it, like Madonna you need to review, tweak and evolve your brand and marketing to ensure that it meets the marketplace.

Make Marketing a Priority

It doesn't matter how busy you are.... neglect your marketing efforts, and your business will suffer.

When you're busy operating your business - making sure employees are doing their jobs, ensuring your products and services are delivered on time, striving toward goals and so on - it's tempting to think to yourself that you just don't have time for marketing. If, in fact, that thought has crossed your mind, you're not alone. However, neglecting your marketing efforts is one of the biggest mistakes you can make.

You may be concerned with hundreds of business ownership details, but you still need marketing to achieve the visibility you require to get noticed in the marketplace. This visibility leads to more prospects converted, to more customers converted, to more profits-which is the formula for staying in business. So, by deduction, entrepreneurs need marketing to stay in business.

**Life is like a 10 speed bike...
*some of us have gears we have never used!***

Kim's note

Whether it's a car, a restaurant or a great pair of shoes – **we all like something new. Why? Because new means freshness, originality and innovation** – all key components of a successful business.

Another month rolls over and a fresh chapter in the life and growth of my business... Kim Hill Ltd... I have teamed up with the best... and our business **Stratigi** comes alive.

Stratigi brings freshness, innovation and creativity... with measurable results.

Creativity is not all about glitz and glamour! Creativity should be about adding to your business bottom line!

At **Stratigi** we have proven that creativity and business goals need to be seamlessly integrated!

Kim Hill



Stratigi.

Language of the beanies

If you can't measure your marketing effectiveness, you can't manage it!

I know you may find this strange coming from a marketing business... But the numbers really do matter! Measurement matters. The language of the beanies matters. Terms like 'investment' ROI (return on investment) contribution and many more need to be come vocabulary of the savvy and effective marketer.

Ignoring the numbers is not just irresponsible it is in-excusable.

Start today, "ask people how they have heard about your business" this helps you ascertain what part of your marketing is working and what isn't.

Marketing. The most important function

Marketing is the most important function in a business. And with good reason.

You see, your business may have access to a huge pool of working capital. You can have the brightest, most talented people working for you. And, you can have your administrative and financial systems ticking along like a finely tuned Swiss watch.

Yes, you can have all of these things... but they won't do you an ounce of good if you don't have a steady stream of prospects and customers to talk to and sell to! Why?

Well, the simple fact is that prospects and customers are the lifeblood of your business. And if you don't know how to find them, keep them and grow them, then very soon you won't even have a business.

Yes, to succeed in business you need customers... and marketing is all about getting customers and having them come back to you again and again.

A focus on RESULTS...

Our focus is on achieving results for clients, add Stratigi to your team for real results. Coffees on Kim so call her today...

To talk business call **021 243 8546** or email kimhill@stratigi.co.nz

The proof 'really' is in the pudding

Working with Kim Hill and Stratigi is one of the best things that could have happened to Gosch Gourmet. Her fresh ideas instill trust, with transparency and innovation, and she is always willing to excel beyond my expectations.

Justin deLeon

Gosch!
Gourmet

Kim from Stratigi has taken our company from obscurity, just one of the many, to a company that stands out in the crowd. She has helped position us so that we actually reach the target market we desire. What we have managed to achieve with Kim in a matter of months would take most fledgling companies years.

Belinda Gelston
and Peter Varcoe


dreamscapes
developments limited

Email...

Email is one of the cheapest ways to do major damage to your brand when used incorrectly; conversely it's also one of the most efficient and inexpensive ways to do wonderful things for your brand when used properly.

But lets not forget the telephone, it is powerful because you can engage in a dialogue. Email also allows you to engage in a dialogue, as well as deliver rich content. Next time just think before you email. How would the recipient best like to be contacted? How urgent is it? What is the most efficient way to gain a response?

As I have said email can work well for your business if you use it properly. After all the first thing most people do when they get to their office in the morning is log on to check their email. Business would grind to a halt without email!