

The M&Ms[®] of Marketing

Candies of the Trade

Meaningful

Learn: Know thy customer and the competition. Continue to seek new avenues for knowledge.

Pioneer: Innovate! Leave the ordinary folks behind without the 'smarts' or fearlessness to be unique.

Plan: You owe it your business, your customers and prospects to develop a plan. The power of putting facts and ideas on paper eliminates wasteful efforts and defines a roadmap for your success.

Memorable

Connect: Communicate with honesty and integrity, appealing to the customer's inner emotions whether it be humor, fear, or sadness. Connecting means you leave a lasting impression so your target remembers.

Demonstrate: Show me! Tell me! Hear me! Make me think! Use the human senses to demonstrate the product, service or idea.

Clarity: Strive for clear and consistent communications. Consistency will echo your message so it's easily remembered.

Courage: Be bold. Be fearless. Leave a lasting impression that no one could ever forget.

Measurable

Quantify: Measurement is the key to any marketing program. Your success depends on it!

Focus: Eliminate the irrelevant and keep your eye on the end game.

Evolve: Test and measure. Find what works and evolve.

More

Go Go Go: Don't stop marketing once you start so you gain momentum (another good 'M' word)

Persistence: Never, ever, ever give up.

Credibility: Continuously enhance customer trust in your brand through earning respect and living your values.

Mind Your Own Business

Need a roadmap for success? Fresh out of ideas? Eliminate your marketing worries so you can **mind your own business**. Hire the marketing champions at Cognovi to tackle your toughest challenges and position you for the future.

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