

Who Needs A Marketing Kit? You Do!

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Neptune Marketing LLC

Are you a business, entrepreneur,
professional, not-for-profit,
or organization?

Look inside to see what
Neptune Marketing
can do for you!

A marketing kit is an information packet about your business, product or service. Think of it as your company's resume - that is, a resume that looks as professional as a website - and is both succinct and inviting to the reader.

Why a marketing kit?

The marketing kit does not replace your website, but is equally important. It allows you to market your business to potential clients, customers, trade show attendees, reporters, investors, employment candidates – just about anyone to whom you can hand or mail an in depth look at your business.

Don't make these common mistakes:

- A bunch of stuff with a staple in the upper left corner or a paper clip does not qualify as "professional."
- Poor quality copies of press clippings, testimonials, or anything else for that matter, do not qualify as "professional."
- There's a huge difference between professionally created brochures and those that someone whips up because "it's cheaper," "no one will know the difference," and/or "I can't afford marketing."
- And there's a huge difference in paper stock quality, whether you're printing brochures, flyers, newsletters, or any other collateral material.
- Like the ads say, "Don't try this at home." As with all work, yours included, *leave it to a professional to create something professional*. Remember, your image rides on these materials.

What belongs in your marketing kit?

- A high quality pocket folder with your company's logo, name, (and optionally, your web address and phone number) embossed or printed on the front.
- The folder will set the tone (think: branding) for the rest of the packet and provide an organized place for your materials. Always include your business card.
- Your contact information should be found on everything in the kit, and you may want to include a customized introduction letter to summarize the kit's contents.
- Depending on the depth of your business, your product or service information can be represented with either a summary sheet or more likely, with company brochure(s).
- Biographical profiles of key players in your company, professionally written and designed, including the individual's photo in the body of the document.
- Your company's mission statement, along with a statement of your company's community, civic, business and philanthropic involvement. Be sure to include any commendations your company or key players have received.
- Clean, neat copies of *recent* press clippings to show that you are prominent and reputable enough to receive *positive* press coverage. What you did in 1989 is not useful, and if the latest coverage you received was more than a year ago, it's outdated and will not work in your favor.
- You can also include recent press releases, ones that may not have been picked up by the press but provide information noteworthy enough to include in your kit.
- Appropriate photos that can illustrate an overall view of your company or specific photos of important events or products you're currently promoting.
- A calendar of upcoming company events that is pertinent to those receiving your kit.
- Statistics which are applicable to your industry or target demographic. Be sure to include sources and make sure your sources are reputable. Not everything you read on the Web is credible (duh).

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