



Neptune News

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SPECIAL "BACK TO SCHOOL" ISSUE

Who Needs A Marketing Kit? You Do!



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, employment candidates, reporters, investors -- 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 for the rest of the packet and provide an organized place for your materials. Always include your business card as well.
- ♦ 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).



**THE Neptune Marketing
 “NOT EVERYONE’S ON
 VACATION SUMMER
 CHARITABLE FUNDRAISING
 BREAKFAST”...
 A ROUSING SUCCESS!**



LEFT TO RIGHT: Linda Leonard, Executive Director, LI Crisis Center; **Carmela Murphy**, President of the Board, LI Crisis Center; **Diane Cohen**, Executive Director, LI Fund for Women & Girls; **Mindy Ferrentino Wolfe**, President, Neptune Marketing LLC; **Fran Karliner**, President of the Board, Soroptimist International of Nassau County. (NOT PICTURED: **Michele Devine**, President of the Board, LI Fund for Women & Girls).

I am delighted to announce that the Neptune Marketing “Not Everyone’s On Vacation Summer Charitable Fundraising Breakfast,” held on August 23, 2006 at the Hilton Long Island in Melville, raised \$3,000 for its honored not-for-profit organizations. Presented with checks in the amount of \$1,000 each at the close of the program, the **LI Fund for Women and Girls**, the **LI Crisis Center**, and **Soroptimist International of Nassau County** each benefited from this highly successful event. Every penny of net profits went towards fulfilling the missions of these three organizations, which rely on their Long Island neighbors to literally exist from year to year.

Also at the event, a surprise presentation of the first “Harness the Power” award was made to **Fran Karliner**, president of Soroptimist International of Nassau County and Director of Development, PR & Marketing at Hi-Hello Child Care Center in Freeport. Fran was honored for her unwavering commitment to the people of Long Island, as a person who has harnessed her personal fortitude and inner power to make a difference for the rest of us.

Following the event, which drew over 80 Long Island leaders in the professional, business, not-for-profit, philanthropic and entrepreneurial communities, it was decided that this will be the first of future annual fundraising events. Neptune Marketing is resolute in the belief that businesses have an obligation to give back to the communities in which we live and work; I intend to continue this mission with the 2007 Neptune Marketing “Not Everyone’s On Vacation Summer Charitable Fundraising Breakfast.”

PLEASE JOIN ME THIS FALL

**Consulting Success:
 Turning Your Entrepreneurial
 Dreams Into Reality**

Tuesday, October 17th ~ 9 AM to Noon
 Farmingdale University
 Small Business Development Center

*This program will incorporate
 networking, consulting and
 entrepreneurship strategies.*

**“From Networking ,
 To Qualifying , To Closing”
 What Every Business Person Should Know**

Thursday, October 5th ~ 8 AM
 Citi Sales & Networking Breakfast
 Lower Level Media Center
 150 Motor Pkwy., Hauppauge

*I will be joined by John Hill and Pete Fasulo,
 Trade Show and Sales Professionals.*

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EMAIL me at mindy@NeptuneMarketing.com for additional information



Mindy Ferrentino Wolfe, President
 Neptune Marketing LLC
 P.O. Box 1166
 Long Beach, NY 11561

**NEPTUNE MARKETING
 HAS A NEW MAILING ADDRESS !**