



## **Introducing Smart Marketing...Profitable Marketing, an effective and economical method for launching new products.**

*Action Marketing introduces a new service that offers coordinated strategic and tactical marketing for start-up and emerging companies.*

Start-up companies have great product ideas, but often need help bringing their product to market. To assist companies with the launch of new products, Action Marketing, a local marketing consulting firm, announces a new service, Smart Marketing...Profitable Marketing.

“Marketing strategy has to come first. Many new products fail because not enough attention is placed on marketing during product development.” explains Carol Goedken, principal of Action Marketing. “Marketing tactics come second. It’s easy to design an ad or send an email and think that everyone will call to order your product. This seldom happens.”

The philosophy behind Smart Marketing...Profitable Marketing is that a strategic approach is taken to marketing and tactics are not executed until the strategy is solid. This will actually save money because the tactics that are executed will be more effective.

Goedken continues, “It’s important to know who your target customer is and how what you are offering will appeal to them. If the message isn’t right or the audience isn’t right, your marketing efforts can be a waste of money.”

Smart Marketing...Profitable Marketing starts with a half-day marketing strategy session that provides a review of all the elements of a marketing plan, such as:

- Defining the features and benefits of a product
- Evaluating the competition
- Establishing who the target customer is
- Creating a name and branding identity
- Determining a sales and pricing strategy
- Exploring tactics like advertising, collateral, website, direct marketing, trade shows, public relations, and market research.

After this session, Action Marketing will create an action-oriented marketing plan for implementation. This process will provide a company with a good start on determining how to market their product or business in the most cost-effective and profitable way.

### **ABOUT ACTION MARKETING**

Action Marketing is committed to assisting start-up and emerging companies with launching new products. Carol Goedken began Action Marketing in 1998 and is a tactical strategist with over 25 years of experience creating and executing marketing plans in a multitude of industries, with a specialty in high-tech and educational publishing.

For more information, visit [www.action-marketing.biz](http://www.action-marketing.biz) or contact Carol Goedken via phone at (608) 249-1031.