

A Day in the Life

Have you ever thought, “What would a marketing firm **really** do for my company?” To answer that question, we thought it’d be fun to show you what a “typical” day is like for Renea Myers Marketing.

- 7:00am Respond to client e-mails. Follow up with printer and graphic designer (she’s on the right track with banners for trade show, but needs to rework flyer- purple isn’t for everyone!). Send press release to local media announcing client’s new hires
- 7:30am Edit 20 pages down to one for e-newsletter. Begin graphic design of newsletter.
- 9:00am Client meeting. Go over new logo possibilities and brochure designs. (Research of competitors’ logos is already complete. All options are different and better!)
- 10:00am Call for printing and photography estimates for brochure.
- 10:15am Update Strategic Marketing Plan – client offering new service.
- 10:45am Call radio station to negotiate better rate on new advertising contract.
- 11:00am Work on trade show booth theme & design. Client wants cotton candy machine – can we get?
- 11:30am Client wants new brochure, but predecessor left no information about who created their logo or printed the current brochure. Begin searching area designers and printers. May have to recreate logo.
- 11:45am Distribute e-newsletter to mailing list.
- 12:00pm Hurry! Need to proof new folders at printer across town.

- 1:00pm Lunch back at desk. Review client's new website pages. Call designer and clarify points – looks good otherwise!
- 1:45pm Client called – forgot to tell you there's a speaking engagement day after tomorrow. Modify information sheet, get 100 color copies and deliver to office.
- 2:45pm Customer testimonials are coming in. Organize for client's brochure and website.
- 3:15pm Sales training meeting for client's sales staff.
- 4:30pm Need last-minute additions to PowerPoint presentation for industry conference. Make final changes and deliver CD.
- 5:30pm Pick up client's new puppy and take to groomer.

OK, that last one isn't part of our services, although we will do everything it takes to keep your marketing activities on track! Some clients need a little more, some a little less. Our clients have realized that they don't have the time to do these things themselves; they want to focus on their business. They need a marketing department. Renea Myers Marketing **is** their marketing department.