



Issue No. 123

**Client Marketers in 2008:
The Good old days are gone!**

A new Deloitte study of 800 senior client side marketers shows a strategic shift in clients' efforts to drive more demand and revenue. Companies need to develop stronger, more personal relationships with their customers and they need to be willing to use more digital and direct media to do it.

Budgets will move toward customer facing and response generation activities with increased emphasis in:

- Events and trade shows
- Email marketing
- Direct marketing
- Telemarketing
- Sales support
- Digital marketing (website/search/blogs/social/etc)

Traditional marketing solutions fell farther down the list:

- Advertising
- Market research
- Merchandising and promotion
- PR

Have you made the shift? Are you exploring cross-platform marketing activities to get more from your 2008 budget?

Call Howard Zoss at 216.328.6301 to discuss your specific needs, because the good old days are truly gone!

Zig bits marketing Sell Something.

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