

# CONTENTS

## Lighthouses and marketing?

- What really is marketing?
- Are you offering an invitation?
- When good advertising goes bad.

## What are pink suede boot customers?

- Messages, messages and even more messages.
- What's more important, a wave or a big splash?
- Get specific with circles and splashes.
- Bigger is not always better.

## What are you saying?

- It's easy to corrupt your brand.

## Why would someone pay attention?

- It all starts with a question.
- When it is right, it is right.
- A picture paints a thousand words.
- Put your best font forward.
- Jolt them with colour.

## How will you reach them?

- Get to know the top six!
  1. Personal Sales.
  2. Targeted advertising.
  3. Networking (personal and social).
  4. Online (websites and email).
  5. Word of mouth and referrals.
  6. Public relations.

## Why would customers come back?

- Gondoliers are the best sales people for Venice.
- How much are customers worth?
- Relationships with customers?
- What do they really want?

## Now what?