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## Strategic Planning

Need help forming a strategic marketing plan for your business.

[Complete this form](#) and we will contact you to arrange an interview.

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Dear **<first\_name>**,

Hello 2010! I hope you had a wonderful holiday, and yes the BrightIDEAS newsletter is back in production.

Now that we're in a new year, there's no time like the present to dust off that old marketing plan and look at what IS and IS NOT working. I know change is hard, but if something is not working, you have to change it.

Whether it is a PRODUCT that is not selling, changing your PRICING so you can be more profitable, creating new products that make it easy for people to start doing business with you, reviewing advertising that just isn't working, or a business model that needs adjusting (would you be better off selling through a network of partners instead of direct to consumer?).

Take some time to look at your financial reports, interview your best customers and brainstorm new ways to do business more successfully in 2010. This year can be what you want it to be – you just have to make the necessary changes. :->

## FEATURED ARTICLE

### *10 Ways to Save Money on Marketing*

As you plan your marketing strategies for 2010, this article covers some savvy ways to save money. The real money saving techniques aren't as obvious or as easy as they seem, but these techniques can really work.

This article gives you good ideas on [how to save money on marketing](#) without reducing your effectiveness. Enjoy!

## TOOLS OF THE TRADE

### *Check your email reputation with these easy no-cost tools*

Boosting your email reputation – one of the most important factors in making sure your messages make it to inboxes – is often overlooked when trying to improve deliverability. A first step is to see how you score.

Here are three no-cost online scoring services to help you check up on your email reputation. And running a check is relatively easy to do. Note: you need to get your IP address from your web host to run some of these.

[Article - Email Scoring Tools](#)