

XENA'S PROMO BATTLE TIPS

A Sales Warrior's Guide to Getting the Most from your Promotional Product Dollar



Giddy Up!!

What a global ride it's been these last several weeks. I share your pain in having lost a significant chunk of personal investments but do you share my **excitement in these times?**

This month we take a few lessons from Kellogg's Cereal Company - lessons on **being the leader in the face of economic pitfalls.**

Read on,

Jenn

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Forward this newsletter to a friend

Xena's Loyal Followers

"I'm sure you get a lot of these emails, but I have to say you've done an amazing job with this newsletter. It is very well written and fun too. I look forward to receiving these and read it right away from top to bottom. Impressive! Way to go Jenn, Great marketing at its best."

~ Susan Beauchamp, Director of Marketing
Promotional Products
Professionals of Canada

"I enjoy receiving Jenn's newsletters. I love the humour and always find something that I can take away from them. I like the way that Jenn tries to educate us, the buyer, so that we are sure to purchase the right product everytime."

~Deb. Long Time Loyal Client.

"I loved your recent newsletter on green products. Your comment that 'Eco is not synonymous with quality' is an

Lessons From Kellogg's Cereal Company 3 Reasons To Keep Promoting Your Company Despite Market Nose Dives

If I read one more headline about how we've taken a swan-dive into economic turmoil, I, my sword and my shield will pay a visit to the media and have a little Xena one-on-one chat.

Markets rise and fall, as they always have and yes, there are times when the fall feels like a drop kick off a city skyrise.

But take a look at the **Great Depression**, which in most regions hit in 1929.

Did you know there were companies that **thrived** during that time and did it through **aggressive marketing and advertising?**

K.W. Kellogg, who brought us those odd little elves, Snap, Crackle and Pop of Rice Krispies, not only survived the biggest economic tailspin in history - they soared through it.

From his examples here are:

3 Reasons To Keep Promoting Your Company Despite Economic Nose Dives.

1. Market Presence: When rivals Post Cereal and Kellogg's came face to face with the Depression and consumer buying was drastically reduced, K.W. Kellogg expanded his vision. With ongoing marketing strategies, Kellogg's gained the attention of consumers while Post Cereal retreated into a moratorium on advertising, essentially abandoning their clients. Kellogg's dominated the market, and as the Depression lifted, they held their market presence and won the attention and business of the Post cereal customers.

Kellogg's Lesson: Invest in and stay present to your market; *earn business*. Stick your tail between your legs, white knuckle your marketing budget; *lose business*.

2. Client Confidence: Through creative radio and print ads, and door-to-door samplers of their products, Kellogg's secured a distinct presence in the market. Advertising demonstrated they were financially stable. This gave them the staying power they needed to maintain and build their clientele throughout and after the Great Depression. And they continue to thrive to this day. Did someone say dark chocolate and cherry Kashi Bar?

Kellogg's Lesson: Do everything you can to promote your business and build confidence in you and your company. Your clients' confidence is worth the ride on any economic wave.

Here's a great link to Kellogg's [100-year timeline](#) of advertising.

3. Respect The Budget: Kellogg wasn't reckless with his company dollars nor was he denying that the world was in a depression. He invested money on promoting specific products for specific consumers. He saw marketing and advertising, including sampling his company's products at trade shows, as pathways to profit.

Kellogg's Lesson: Be creative with your promo-products; keep spending the dollars you know you can afford. Even with small budgets you can hold a remarkable market presence. Keep your eye on your business community, your clients and your company objectives for when the times change, because they will change.

The question is, will you be the Post Cereal or the Kellogg's of today?

important point that other, less sophisticated vendors tend to miss. Good for you for providing true value and for being REALLY green - and not just a pale imitation."

~Daphne Gray-Grant
www.publicationcoach.com

Another accolade comes from Michael Katz's E-Newsletter on E-Newsletters. Click to read: [Put Your Newsletter on "Shuffle"](#).

Great Links

[The Xena Tips Archives](#)

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[Pantone Colors](#)

[Are "Green" Products Really "Green"?](#)

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Corner Query

What topics would you like to read about in this newsletter?

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About Xena Sales Warrior

As your **Promotional Products resource and creative consultant**, my goal is to give you outstanding value, inspired choices and economically sound solutions to your promo-needs.

To go the distance to communicate your message and have you stand out among your peers with warrior-inspired promotional products.

Bottom Line: Making you look great everytime.

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A Big Note Of Thanks

To my reader and editor extraordinaire, Eve Johnson, I send an ear-popping Xena Battle Cry of THANKS for your time and attention to making this newsletter the leader of the promo-pack.

Eve Johnson is a professional writer and certified yoga instructor and the co-owner of www.yogaon7th.com