

## Mastering Marketing *Phase I*

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Your employees could possibly be your biggest investment in your company's marketing budget. Your team is a living, breathing billboard for your business! How can you maximize this investment to insure increasing returns? The key lies in communication...



First you must define your company vision, mission and purpose. Then, you need to communicate this with your team – over and over again. Your messages need to continuously relate back to the vision, mission and purpose. When the team understands where the company is going and what their role is in taking it there, they will have a vested interest in seeing it come to fruition. They will be engaged and begin to share their excitement with others!

They will feel a part of the *brand* you're creating. They may even wear your brand through logo donned apparel as they go about their lives outside of work, giving them more opportunities to share the company with others. As they talk about what a great company they are a part of, others will naturally want to be a part of it too, either as an employee, customer or business partner.

If you would like some help in getting started on *mastering your marketing* team, you may want to enlist some help.

Contact Amy Bergman, at MasterMind Consulting Network to get started: 517-917-5730, or [amy@mastermindconsult.net](mailto:amy@mastermindconsult.net).