

## **MARLA SEIDEN PRESENTS MARKETING STRATEGIES TO QUEENS CHAMBER OF COMMERCE MEMBERS**

At a recent educational program sponsored by the Queens Chamber of Commerce, Jackson Heights, Marla Seiden, president of Seiden Communications, a New Hyde Park based marketing and public relations firm, presented “Marketing Strategies in a New Economy” for members and guests.

“Be visible and build buzz about your company,” said Ms. Seiden. “You don’t want to be the best kept secret.”

She emphasized that branding and positioning are critical to any marketing program. A business must distinguish itself in relation to the needs and wants of the target market or customer base. “For example, if your business offers computer training to seniors as well as to business owners, the message would be quite different for each group,” she explained.

In addition to knowing and understanding what’s important to your customer, you also need to analyze your competition. What do you offer that might be unique? For example, consider highlighting a new technology, a unique approach or process, proprietary software, or a different type of fee structure. Once a business owner determines an identity for the company, create a memorable, catchy tagline and a distinctive, recognizable logo that reflects the image.

Ms. Seiden also discussed various strategies that business owners can use to increase their name recognition and enhance their reputation are:

- publicity – get featured in the media
- speaking engagements – obtain opportunities to address potential customers
- social media – establish relationships through LinkedIn, Facebook, Twitter
- online marketing – start an e newsletter or blog

As president of Seiden Communications, an award winning, 30 year old public relations and marketing firm, Marla Seiden presents programs to help entrepreneurs and business owners build their customer base. Her firm represents professional firms including law, finance, physicians as well as health care companies and the architecture and real estate industries.