



THIRTY YEARS THIRTY TIPS

REICHMAN FRANKLE INC. 1990-2020

- 1.** Know thyself: create your brand, find your unique voice and stick to it.
- 2.** What's in a name? Your reputation and history. Guard with care.
- 3.** Update your website often—it's your most important marketing asset.
- 4.** Tweak your brand to align with current objectives.
- 5.** Know your customers and what's important to them.
- 6.** Communicate often—but not too often.
- 7.** Tell them something they don't know.
- 8.** Be authentic.
- 9.** Deliver on your promises.
- 10.** Document your approach—and results.
- 11.** Prospective clients are more interested in what you've done than who you are.
- 12.** Never underestimate the power of a good story.
- 13.** Target your message and media wisely.
- 14.** The media wants news, not fluff.
- 15.** If you don't have news, make news.
- 16.** Celebrate your milestones and use them to outreach.
- 17.** An event is worth a thousand emails.
- 18.** Promote your staff—your most important asset.
- 19.** Try new marketing tools, but don't walk away from the tried-and-true.
- 20.** Social media has its place, but keep it professional . . . fun, but professional.
- 21.** Video is worth a thousand posts.
- 22.** Get out there, show up, get involved in your industry.
- 23.** Give your expert advice for free every once in a while.
- 24.** Pick up the phone.
- 25.** Meet in person.
- 26.** Proofread, proofread, proofread.
- 27.** Advertising effectiveness is all about frequency.
- 28.** Enter award competitions for recognition and team-building.
- 29.** Invest in professional photography.
- 30.** Marketing can't take a vacation.

