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Friday, May 1, 2009

Advertising & Marketing

Savvy marketers get smart with media strategies during slow times

South Florida Business Journal - by [Jeff Zbar](#)

By exploiting the growing number of communication channels, companies can reach existing and new audiences while competitors are “bunkered down,” said Jeremy Phillips, CEO of **W FMI Marketing** in Parkland. He recommends clients use new media and technology, like social media, mobile applications or touch-screen technology that enable consumers to interact with the marketer’s message to help position a company or soloist as an expert or “a face of the industry.”

‘Keep your business visible’

Participation in industry trade shows and exhibitions can introduce marketers to client prospects. Negotiate for a prime booth location and speaking opportunities in advance of the event, and reach out to media to arrange coverage during the event. Companies also can organize their own events or product showcases, inviting clients, prospects and media to raise product and brand awareness.

“It’s always important to keep your business visible,” Phillips said. “You need to be far more strategic and commit to cost-effective initiatives that grow your market share, increase your brand awareness and give your company the best possible opportunities to write new business.”