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C O N S U L T I N G

**GEDA**  
**Maximizing Marketing**  
**Resources**

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# My Perceptions of Georgia's Marketing Activity

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With some exceptions:

Lower level of marketing outreach activity  
than other areas

Fewer regional organizations, especially outside major  
metros, than other areas

# Tip #1

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If you are marketing to “green” projects,  
Use “green” marketing techniques and materials

*Make sure you are behaving in a way that is  
consistent with your targets, whatever they  
may be*

# Tip #2

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Don't just sell a list of ingredients

We have roads. . .

We have power . . .

We have people . . .

# Tip #3

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Use the real estate on your  
real estate flyers

*Tell the whole story,  
not just the building story*

# Tip #4

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If you can't say something different than  
everyone else  
you aren't talking about the right targets

# Tip #5

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Underpromise, overdeliver to be trusted

*Once people find you have stretched the truth, your credibility is ruined*

# Tip #6

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Spend your money on people and on-line  
not on paper

# Tip #7

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## Social Media starts at home

*The highest and best use of social media is to build communities within your community*