



MARKETING – A COST OR AN INVESTMENT?

Dear JWA Clients and Friends,

I am not going to talk about the weather; that would be far too 'English'. Nor the financial crisis, as that is as bad as the weather. Instead, I am pondering a question that a speaker at a seminar that I attended recently put to the audience. Is marketing a cost or an investment?

I have lost count of the number of meetings that I have had with prospective clients over the years who have reluctantly pitched up in our offices to discuss 'marketing', but who, within fairly short order, make it very apparent that they are reluctant to go ahead as, from where they are sitting, marketing is very much a 'cost', and the idea that it could be an investment is something that they find hard to contemplate.

My usual approach to this scenario is to quote an old hotel client, who, because of who they were, never did any sort of marketing (they felt they didn't need to – phah!) but they were not hitting the figures they were expecting and they were pondering the use of an external agency to help with their promotion. Needless to say they didn't want to spend any money, but I offered them a deal; spend Kc 30,000 a month with us, and we will earn you a minimum of

Kc 40,000 a month from the activities that we will put together. How could they resist?! The deal worked, and for the six months that we worked together, they made a lot more than the Kc 40,000 a month extra that we had first discussed. Unfortunately for us, at the end of the six months they decided that they didn't need us any more as our six months' marketing campaign brought a lot more attention to the hotel than just the immediate increase in revenue. Such is our life!

Seriously, though, and so far as I am concerned – marketing can only ever be seen as an investment; of course there is a cost in the accounts, but that has to be counterbalanced by the income that should result from a good marketing campaign. The next question from me, though, will always be 'what is a good marketing campaign'. For an answer to that... well.... you might just need to read the next JWA Newsletter.

Happy investing!

Jo

INTRODUCING A NEW MEMBER OF THE TEAM

At the end of 2009 we had to say goodbye to our lovely Taylor Toothman; she had worked for us for more than two years, but had always said that she would go back to the States at the end of the year, and, being Taylor, she meant what she said. Since we always need a native English speaker to work alongside Jo, in the autumn we put an advert on Expats.

cz to 'see who was out there' and within the space of half a day, we had more than 150 applications – at which point, we quickly removed the ad! From various discussions and interviews, we had a shortlist of 20, from which we finally chose Jennifer Fry, who is now part of our family. Jennifer, who is originally from the Washington, DC area, has lived in Prague for nearly three

years, working previously in the TEFL Industry as well as for the LS Members' Club. In addition, she has been very active with the expat community, founding the Prague chapter of MEETin.org and serving as InterNations Ambassador for Prague. Her interests include opera, travelling, marathon training, exotic cuisines and social networking.



Jennifer Fry



JWA QUESTIONNAIRE

Last year, as you may remember, we sent a questionnaire to our clients and friends and asked them how they felt the financial crisis might affect their marketing budgets and activities during 2009. The results were published in some of the marketing magazines, and made for interesting reading. In the next week or so, we plan to send out a follow-up questionnaire – one year on, and where are we all now. Please look out for this (or download it from our website). The more that we get sent back, the more interesting the results will be.



MARKETING TIP

Most marketing people regard themselves as creative souls, first and foremost, and of course, whichever part of the marketing spectrum you work in, you do need to have a certain 'creative spark' to come up with the ideas that are necessary to keep you in the spotlight.

One of the major differences between a successful marketing campaign and a bit of a disaster, however, is nothing to do with creativity; a really good marketing person will regard organisation and planning as the key criteria to success.

People working in big company marketing departments will complain that they have to spend too much time on planning, reporting and discussing what will be done, often leaving too little time for the work itself; but this really is a very necessary part of the work, and even if you are only working on a very low budget, or you are a relatively small company, planning and organising will make a huge amount of difference to your end result.

If you are an SME, make yourself a plan in the same way as you might make yourself a budget. Think about the key points in your year – if you are hoping to do a lot of PR, you need to have stories to build the PR around – when are you likely to have these? Maybe you are producing a new product at some point, planning to take on a new and high level employee, perhaps you have a high profile guest arriving from somewhere else – your plan should incorporate all of these things so that you can prepare for them and incorporate them into your marketing. Thinking about doing some advertising? Then don't leave it until the really key time for you to be advertising; you need to book it in advance and you need to give yourself time to prepare the advert.

If you are thinking to speak at an event, don't wait until the week beforehand before you do anything about it – identify the event in advance, put it in your plan and make sure you get in touch with the organizers in plenty of time so that you don't miss the opportunity. And, if you have a holiday planned at some point in the year, then you don't want to be thinking of holding an event when you are not going to be in town!

And so it goes on. Sitting down and thinking these things through well in advance, and then preparing yourself a plan of attack, will ensure that you really will do some of the items that you have listed; plus, don't forget, the key to successful marketing is 'little and often'. So make sure that your plan has just that. Little and often will be a lot more effective than one big bang.

OUR CLIENTS IN THE SPOTLIGHT TURKISH AIRLINES

We won the PR and marketing account for Turkish Airlines (THY) at the beginning of 2009 and since then we have had to move at real speed in order to keep up with their incredible expansion and ongoing success story.

Last year, whilst PR was a fairly large part of our day-to-day work for Turkish, we also spent a lot of time doing what we at JWA like to think we do best; improving the

worth visiting again this year, as it is the European City of Culture for 2010.

After a really successful 2009 for the airline, but a truly awful one for everyone else in the travel business, Turkish Airlines was the only profitable airline in Europe, and it kicked off 2010 with the news that it meant to continue where it had left off in 2009 by becoming the major sponsor of one of the top football clubs in the



English language text of a lot of their marketing material! THY now has a really cool local brochure, a good English language website and a lot of other materials that really work, in both English and Czech (as a side note, we are still continually amazed by how many companies think that English text can be produced by anyone that speaks English! Not the case!).

We were also lucky enough to have a few opportunities to 'test the product' – and for those of you that have never flown on Turkish Airlines, note that it truly is a product worth testing, as, of course, is Istanbul – the most amazing city, and definitely one that is

world, FC Barcelona – and, yes, this will make a lot of you a bit green; we did have the opportunity to go to Barcelona for the official signing ceremony and to meet the club itself. What a start to the year!

And so it continues; from May, 2010, THY will fly from Prague to Istanbul twice a day, plus, of course, if you are thinking of travelling further east, it is worth thinking of using Istanbul as a hub for onward flights; stopping over in Istanbul airport is no great hardship!

If you want to see more about Turkish Airlines, go to www.thy.com. Or let us know; we can always point you in the right direction.