

# SmartMarketing Toolkit

Marketing tools and information to help you promote your business, get published and sell more

**Shared Learning for Faster Business Growth**

## Expert Insight

### Revving up your Corporate Communications

2008's corporate communication is vital for a business regardless of whether it is to promote new products or strategies, talk with the press, or establish relationships with stakeholders and customers. One business that has found good communication time on an even faster track is Nissan Motor Company USA, Inc.'s special target and rapidly rising company's annual sales campaign. Under the stewardship of CEO Carlos Ghosn, Nissan's success this year from the sales has captured not only hearts and minds, but also hundreds of hours of advertising and media time and thousands of headlines worldwide.

Business reporter Jonathan Walsh spoke with Nissan's Vice President of Global Communications at Nissan to discuss some of the company's corporate communication success this year, with a touch of insight, can corporate communication more effectively promote their business and communication with customers.

Providing stakeholders with timely information  
Nissan's media leads headlines. The annual's success stemmed from one of a growing list of ideas, from employee morale and planning global market share.

**10-SECOND BRIEFING**  
Nissan's Revenue: \$1.5 billion  
Employees: 10,000  
Headquarters: North America  
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Employees: 10,000  
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## Get noticed!

A fully customized **Business Bio** can help you do just that by promoting yourself, your business, products and services with eye-catching style.

A Business Bio reviews, highlights and underlines your credibility, achievements, skill set and experience to make you and your company more attractive to customers, partners, media, and investors. Ideal for executive portfolios, company reports, websites, sales packs, brochures and as standalone promotional documents.

Set yourself apart from the competition by distributing Bios at networking events, conferences and meetings. Japanese language Business Bios also available.

Prices: **DATA version (Q&A): 45,000 yen**  
**PRO version (article style): 90,000 yen**

Info Pack: [www.businessgrow.net/documents/BBio-Profile.pdf](http://www.businessgrow.net/documents/BBio-Profile.pdf)

Samples: [www.businessgrow.net/documents/BBioSamples.pdf](http://www.businessgrow.net/documents/BBioSamples.pdf)

## Market to virtually any potential customer

This high value package of customizable smart marketing products, powerful turnkey business marketing strategies and informative reports is laser focused on helping you: **1/** obtain media exposure and, **2/** promote your business to virtually any potential customer. Tailor made for executives who want to get serious about promoting their businesses, enter into B2B partnerships, benefit from getting published and boost sales. Contains the following, and more:

- ✓ **Market-proven business marketing guide** to obtaining valuable media publicity.
- ✓ **Press Connect Service** – Receive customized support and a targeted business marketing strategy to promote your company to specific media related to your target market.
- ✓ **Affiliate Program** – An easy-to-implement turnkey system that quickly helps you create an affiliate network and boost revenues by selling through other peoples' networks – see over.
- ✓ **Fully customized Business Bio** – (either discounted or included - see above.)
- ✓ **Customized Press Kit** – Use to promote your business to media organizations.
- ✓ **CSR Rewards** – A complete, easy-to-use, clip-on CSR system, and more.

**MediaSMART Pack Standard**

Smart marketing tools, strategies and information to help you promote your business, get published and sell more

- 50% off a customized Business Bio
- 1. A 25-page Business Bio (BBio) - Use to promote yourself and your business, products and services with eye-catching style.
- 2. Media Bio (MBio) - A 25-page guide packed with proven tips for business owners and entrepreneurs who want to receive valuable media publicity - without spending a fortune.
- 3. Business Marketing Response - Brochure showcasing 12 powerful marketing tools that can promote your business to virtually any potential customer.
- 4. Affiliate Program - An easy-to-implement turnkey system that quickly helps you create an affiliate network and boost revenues by selling through other peoples' networks.
- 5. CostTracker money management system
- 6. CSR Rewards - A complete, easy-to-use, clip-on CSR system, and more.
- 7. Corporate Social Responsibility (CSR) - A complete, easy-to-use, clip-on CSR system, and more.
- 8. Press Kit - A complete, easy-to-use, clip-on CSR system, and more.
- 9. Japan Business Resource Directory

Value: 250,000 yen Price: 80,000 yen (save 72%)

MediaSMART Pack – **Standard:** [www.businessgrow.net/documents/MSP-S2.pdf](http://www.businessgrow.net/documents/MSP-S2.pdf)

MediaSMART Pack – **Premium:** [www.businessgrow.net/documents/MSP-P2.pdf](http://www.businessgrow.net/documents/MSP-P2.pdf)

Price: 99,000 yen (save 66%)

Price: 69,000 yen (save 73%)

**Sales Booster Pack**

SAVE MONEY AND THE ENVIRONMENT

Order a Sales Booster Pack and Business Grow will donate \$1000 to the Green Fund for every pack ordered.

Products and information to promote your business and boost earnings

- 1. Media Bio (MBio) - A 25-page guide packed with proven tips for business owners and entrepreneurs who want to receive valuable media publicity - without spending a fortune.
- 2. Business Marketing Response - Brochure showcasing 12 powerful marketing tools that can promote your business to virtually any potential customer.
- 3. 10% off a Business Bio - A 25-page guide packed with proven tips for business owners and entrepreneurs who want to receive valuable media publicity - without spending a fortune.
- 4. Japan Business Resource Directory - 27 pages containing a professional group directory, entrepreneur, professional, chambers of commerce, etc. and useful business resources: office networking tools, business promotion tools, business magazine listing, professional training resources, and more.

Value: 250,000 yen Price: 85,000 yen (save 72%)

## Sales Booster Pack

The Sales Booster Pack (SBP) has been designed for one purpose – to help businesses like yours sell more. The SBP contains a high value suite of powerful business tools and sales incentive strategies to help you obtain media exposure, cut costs and boost sales. The Sales Booster Pack contains:

- ✓ **Proven marketing guide** to obtaining valuable media publicity.
- ✓ **10% off a fully customized Business Bio** – see above.
- ✓ **Business Marketing Response** – Brochure showcasing 12 powerful marketing tools that can promote your business to virtually any potential customer → P3.
- ✓ **CSR Rewards** – A complete, easy-to-use, clip-on corporate social responsibility system that supports environmental, community and charitable organizations, and helps businesses like yours boost sales – and much more.

Price: 85,000 yen

Brochure: [www.businessgrow.net/documents/SBP-S.pdf](http://www.businessgrow.net/documents/SBP-S.pdf)

Purchase any product below and receive the freebies shown on P3



## Media Readiness Pack

An industry insider's guide for business managers and entrepreneurs who want to secure quality media publicity for their businesses – without spending a fortune



By Jonathon Walsh, Business Grow

Professional writing, editing and business promotion services  
info@businessgrow.net | www.businessgrow.net

## Get your business published

**Media Readiness Pack** – If you want to enjoy the benefits that come from having your business written up in a magazine or website, this comprehensive guide to getting published is for you. Packed with proven tips for business owners and entrepreneurs who want to secure valuable media publicity – *without spending a fortune*.

Written by a widely published business journalist and author of 350+ articles published in Japan and abroad.

**Two sections cover:**

**PREPARE** – How to prepare your business to be published should an editor call.

**PROACTIVE** – How to proactively promote your business to an editor.

**Includes** guide to creating a press kit, sample media introduction letters, how to send an article pitch to an editor, and more.

**Special Price: 15,000 yen**

**Sample content:** [www.businessgrow.net/documents/MRPSample.pdf](http://www.businessgrow.net/documents/MRPSample.pdf)

## Support the community and environment

**CSR Rewards strategy** – An easy-to-use, clip-on corporate social responsibility system that supports environmental, community and charitable organizations, and helps businesses like yours sell more. A great way to cement your CSR/environmental credentials while simultaneously tapping into the fast-growing eco market. Includes setup guide, list of charities and environmental organizations, introduction letter, and more.

**The prime objectives of the CSR Rewards strategy are to:**

- 1/ **Improve revenues for environmental, community and charitable organizations, and**
- 2/ **Boost your sales** by enabling you to advertise to your potential customers that a portion of your revenues from the sales of products/services will be donated to an organization(s) of their choosing.

**Special Price: 49,000 yen**

**Sample content:** [www.businessgrow.net/documents/CSRRewards-Sample.pdf](http://www.businessgrow.net/documents/CSRRewards-Sample.pdf)



## Supercharge your customer base

Use this easy-to-implement turnkey system to quickly create an affiliate network and boost revenues by selling through other peoples' networks, earning reseller commissions, stimulating B2B cooperation, and expanding the product/service range you offer to customers – without associated R&D costs.

**The Affiliate Program can help you:**

- ✓ Expand your customer base by selling through other peoples' networks.
- ✓ Recruit extra salespeople to sell for you without paying extra salaries.
- ✓ Increase earnings as others sell your products and services.
- ✓ Earn reseller commissions by selling for others.
- ✓ Boost your product/service range with zero development time or costs.

**Includes:** User Guide, fill-in-the-gaps introduction e-mail and letter, affiliate analysis check sheet, and more.

**Special Price: 49,000 yen**

**Sample content:** [www.businessgrow.net/documents/APSsample.pdf](http://www.businessgrow.net/documents/APSsample.pdf)



**Purchase any product shown on P2 and receive everything shown below**

**10% off professional writing, editing and business promotion services – for 6 months**

- ✓ Professional editing and writing
- ✓ Promotional / In-house newsletters
- ✓ Business biographies
- ✓ Creation of website & documentation text
- ✓ Business promotion, and more.

**Business Marketing Weapons**

Brochure showcasing 12 powerful marketing tools that can boost your sales and promote your business to virtually any potential customers.

- ✓ Business newsletters
- ✓ Corporate newsletters
- ✓ Customizable e-books
- ✓ InfoPaks
- ✓ Business Bio
- ✓ Promotion Pack, & more.



**Press Kit Guide**

Learn how to create a Press Kit, what to include, and how to be prepared to send your Press Kit to writers/editors to help you gain valuable media publicity for your business.



**Support charities, community and the environment**

- ✓ **Place an order for more than 50,000 yen and Business Grow will donate 5,000 yen to the charity, community or environmental group of your choice.**
- ✓ **Also receive a Green Office Checklist** – 97 checkpoints to help you 'green' your office, reduce waste and boost profits.

**How to order**

1. **Select the product(s) you want to order.**
2. **Contact Jonathon Walsh at [info@businessgrow.net](mailto:info@businessgrow.net) and place your order.**
3. **To receive a 10% discount, be sure to mention the name of the Authorized Reseller who introduced you to this brochure (if applicable).**

*Prices subject to change without notice. Offers expire December 31, 2010.*

**Business Grow provides**

- ✓ Professional editing and writing services
- ✓ Customized business promotion strategies
- ✓ Promotional and in-house newsletters
- ✓ Business biographies
- ✓ Business promotion throughout Japan's foreign community
- ✓ Multilingual translation, and more.

**Contact: Jonathon Walsh**

**E-mail:** [info@businessgrow.net](mailto:info@businessgrow.net)  
**URL:** [www.businessgrow.net](http://www.businessgrow.net)



