



News-To-Use

Monthly Marketing Tips From Your Friends
at Ripley-Woodbury Marketing Communications

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What's so good about the good old days?

Technology trends have improved how advertising agencies work for clients, relationship trends have hindered how agencies work with clients.

A few more tips for advertising on the Web.

Your mailing list is a corporate asset.

Maintaining your mailing list to get the most value.

Are you getting the most out of your Trade Shows?

15 tips to make your trade show attendance pay off, better.

Let PR help you maintain community good will.

Public relations that develops community relations goes far beyond press releases.

A Little Basic Advice.

What product differentiation means.

Tips you can use: Lick and stick it.

A simple method to help increase direct mail readership.

Writing tip: Avoid Abstractions.

Tangible words better communicate and aid memory.

Public Relations Pitfalls.

A few guidelines to help develop successful PR programs.

The Well-Ordered Website.

Seven suggestions to make your website more effective.

Top-down Advertising.

Management defines and drives the most effective advertising.

Marketing by Newsletter.

Brief outline of how to develop a better newsletter.