

CRESITA LLC NEWSLETTER

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This issue's topic is "Marketing"

Welcome to the inaugural issue of the Cresita Newsletter, in this publication I will cover a variety of topics in the industries in which I consult including associations, certifying agencies, wine and food as well as for profit entities. My goal is to publish the newsletter monthly, usually around the middle of each month.

We will cover multiple topics in the months ahead, but marketing felt universally applicable for this first Newsletter.

I think Henry Ford sums it up with the following quote:

"Stopping advertising to save money is like stopping your watch to save time"

My thing about marketing is that you do not need a huge budget to market successfully, too many times organizations and businesses look to cut marketing and to me that makes no sense being that you don't have to spend millions of dollars to market your product or service. For years there was discussion in one organization that I worked for that the ultimate marketing would be to have an ad during the Super Bowl. While the Super Bowl is watched by millions of viewers from around the world it is also very expensive to advertise for many organizations. Below are just a few ideas that cost almost nothing and are low-cost marketing methods that should fit almost any budget.

1.Listen – Sometimes the best ideas come from your own customers or front-line staff. I once had an idea to set up a marketing idea inbox. My thinking was that front-line staff were closer to the customer than management plus it would give employees a voice in the company. The idea never really went anywhere, which means that it may have just been a "bad Idea." I tell people that I always have ideas, but they may not always be good ideas. I really don't believe there are "bad Ideas," however, there is a time and place for everything, so maybe the timing wasn't right. Many times, staff can identify areas for improvement as they are closer to the action.

When it comes to listening to customers, you must consider how your organization solicits feedback. For example, do you simply ask via a regular survey process? Do you require staff who travel on behalf of the company to let others know what people are saying? Do you log and review “complaints” with an eye towards process improvement? In one organization I worked with we logged complaints and found that in most instances we were doing things correctly, in other words we had appropriate policies and procedures and were following them, but we needed to communicate better.

2.Testimonials – Testimonials are powerful ways to gather endorsements for your products or services. I would start by listing them on your website. Simply ask people for a picture and a few sentences about how your products or services benefited them. Be clear about why you are asking and consider consulting with legal counsel for what release you might need. I am not a fan of clip art as I prefer to show the real users of products and services. I have a few clipart pictures on my website, but they will be replaced in the coming months.

3.Pictures – Consider posting pictures of people using your product and post those on social media. Again, be sure to get the proper consent. Make sure you are diverse in the people you show!

This list is far from all inclusive as there are many ideas to market on small budgets, I would say even if you have a large budget, you should consider some of these ideas.

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