



**Structure + Strategy + Leadership = Re\$ults**

### Just What Is An Economic Denominator?

In every business no matter how large or small, there is an “Economic Denominator.” The “Economic Denominator” is the critical number that is key to the success or failure of the business. In many businesses, this may be the overall number of potential customers that engage you seeking further in-

formation about your place. At the end of the day the “Economic Denominator” is generally calculated by the number of sales that the company makes each day or the average profit margin of sales made on a daily basis. Unfortunately for most start-ups or small to medium-sized businesses the “Economic Denomi-

nator “ is unknown. Do you know yours?



### Marketing vs. PR?

Marketing is more than just advertising and PR is more than mainstream media. In to-

day’s technologically advanced world, you are what you publish and people are looking for authenticity and originality.

Rather than interrupting your customer segment and attempting to grab their attention with messages that may or may not interest them, or be relevant to their needs; marketing is about delivering relevant content at the precise mo-

ment that your customer segment “needs” it. PR is not about the CEO seeing the company on TV, but about your buyers engaging your website and your organization winning business. Today’s successful companies that Market and PR well drive their customer segments into the purchasing process with great content.

This content needs to

tell the world that you are smart, and that you understand the market well and that it would be valuable to do business with your company.

You can accomplish this feat through the following channels:

- Content Rich Websites
- Blogs
- Podcasts
- News Releases
- Viral Marketing

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