

Mississippi MarketMaker Newsletter



MISSISSIPPI STATE
UNIVERSITY
EXTENSION SERVICE

Charter Boat Captains Test MarketMaker: How we inform our Clientele about MarketMaker

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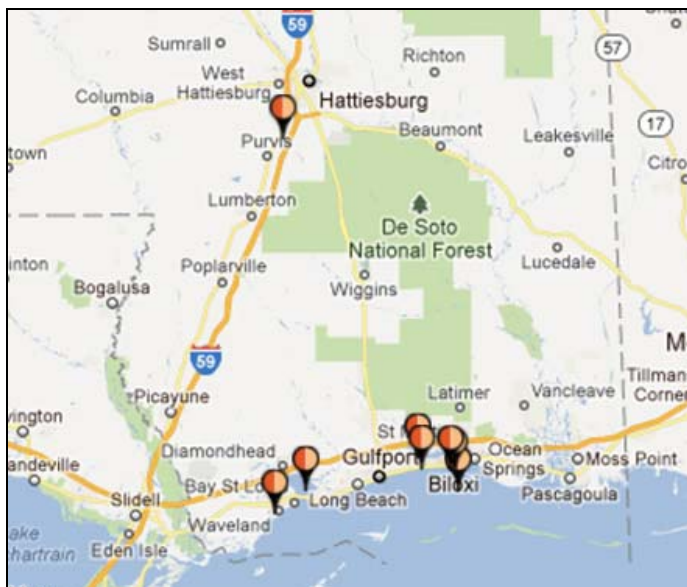
January 31, 2011

A flyer about MarketMaker was mailed to all 99 licensed charter boat captains Friday January 27, 2012. On Friday, there were ZERO charter boat businesses registered with MarketMaker. As of today there are now EIGHT businesses registered! Assuming they received the flyer yesterday, that is a huge success!

While mailing flyers is one of the more expensive ways informing businesses about MarketMaker, other marketing tactics can be used. For instance, you can have an email newsletter similar to this one sent to your clientele informing them about MarketMaker. The important part is to inform your clientele about the benefits of MarketMaker and how it can create business for them.

If you have any questions, please do not hesitate to contact us here at the Mississippi State University Coastal Research and Extension Center.

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