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Agency Offering Strategic Marketing Program

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A 20-year advertising veteran, Debbie LaChusa realized that the need for strategic marketing expertise was especially important for small businesses and individual proprietors.

Unlike larger corporations, which can typically afford to hire an agency or a consultant to work on their marketing campaign, LaChusa saw that small businesses, unless they were willing to fork over a large sum of money, were left in the dark when it came to the marketing process.

In response to the need, LaChusa, who owns DLC Marketing, Inc., a Santee-based marketing consulting agency, has developed a marketing training program for small businesses, dubbed the 10stepmarketing system.

The system, which can be found online at www.10stepmarketing.com, enables small businesses to use a step-by-step approach to create and implement a strategic marketing plan to grow their business.

The marketing training program walks business owners through a series of 10 steps, each comprised of 10 questions.

As the questions are answered, the business owner is able to build a marketing plan, LaChusa said.

The system includes templates for creating a marketing plan, a marketing budget, a marketing activity calendar and lifetime access to the 10stepmarketing online marketing resources center, which includes links to services and resources business owners can use to save time and money on their marketing.

“The system can provide the same level of strategic marketing to companies that otherwise wouldn’t be able to afford it and who probably need it more,” LaChusa said.

The system is available in a 200-page book, which can be downloaded off the company’s Web site for \$97, or in a three-ring binder for \$197.

LaChusa also offers a 10-week teleclass series, which meets once a week and costs \$499 for an introductory fee.