



**Good Afternoon!**

**Marketing Costs Too Much – The Story of the Old Gray Owl**

**“We don’t have enough money to market our company.”**



**Lee Taylor**

I hear that all the time. That may have been true in the past, but do you realize how much more of a bang for your marketing dollar you get today? Compared to just a few years ago marketing dollars buy you a whole lot more.

The story below about the Old Gray Owl is a great example of the how much more today's marketing dollars can buy. All thanks to the advances in technology.

So next time you think marketing is expensive, think about the story of the Old Gray Owl.

I hope you are getting the biggest bang for your marketing dollars and that you are working with a marketing company that will help you stretch your marketing budget. If not, Red Rock can help you get the most out of your marketing dollars.

*Lee Taylor*

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# The Story of the Old Gray Owl

## Today your marketing dollars go so much further.

Last fall I was in my back yard and noticed a beautiful Barred owl sitting on the fence. We hear owls often but never see them. So I called for Peggy, my wife, to come out and take a look at this magnificent bird. She asked me to take a picture of it. Good idea.

First I took a quick photo with my iPhone. Then I went inside and got my digital camera so I could get a high-resolution, good quality image. Peggy asked me if I could make a large print of the owl so she could hang it in her office. No problem. I went to Walgreens with the file on my flash drive and had a 20"x26" photo of the owl printed on canvas and box framed for \$40. In an hour.

## Marketing Deflation

Now think about this. Not too long ago, I would have used my 35mm camera to take the shot, taken the film to a camera shop to have it developed, have a proof sheet made, and then taken the negative to someone who could print a large format color photo and mount it on foam core (if I could find someone).

Let's see. I would have paid \$5 for a roll of color film, \$10-15 to have it developed, and at least a couple hundred bucks to have someone to print it out and mount it. We're talking at least \$250 and two weeks to do what I did today for \$40..... in an hour. That's a big difference in cost and time.

So the next time you say marketing costs too much, think about the story of the Old Gray Owl.



**Red Rock can show you how to stretch your marketing dollars. A good marketing plan is not as expensive as you think. Call Red Rock (314) 645-0011 or e-mail us. [info@redrockcomm.com](mailto:info@redrockcomm.com)**



Red Rock Communications functions as an outsource marketing department for small-to-mid size companies and as a project-specific Marketing / Product Manager for larger companies.

### Our Concept Is Simple.

We believe it's smarter to use your marketing dollars on programs that will grow your business than it is to spend your valuable assets on supporting the overhead and administrative costs of an in-house marketing staff. We are there when you need us but invisible when you don't.

### Why Red Rock?

We are literally a one-stop shop for marketing services. In addition to providing traditional marketing services, we have the internal capability to produce creative materials – collateral, digital media and advertising materials.

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