

# THE MEGHA MARKETING NEWSLETTER



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## FEBRUARY 2024



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# MEGHA NEWSWORTHY



Bringing you the top marketing news from the industry



## COMMENTARY: The Economy Is Rocking: Why Aren't New Customers Flocking?

Despite a seemingly booming economy, many businesses are puzzled by stagnant customer acquisition. The article delves into surprising factors causing this disconnect, including cautious consumer spending, shifting brand loyalties, and even the impact of the metaverse. It offers insights and strategies for businesses to navigate this complex landscape and attract new customers.

**Click to read more.**

## How to Create Strong Sales and Marketing Alignment in 2024, According to LinkedIn's Global Product Marketing Leader

Sales and marketing, often seen as separate entities, are actually like peanut butter and jelly - they work best together! Aligning these teams through shared goals, buyer persona creation, and regular communication unlocks powerful results. Discover 7 essential tips from LinkedIn's expert to boost your sales and marketing alignment in 2024.

**Click to read more.**



## Video: Its time to start reckoning with how tech changes will really impact marketers

Watch and listen as industry professionals discuss the technology's impact on marketing and its current impact to the marketing world.

**Click to watch.**



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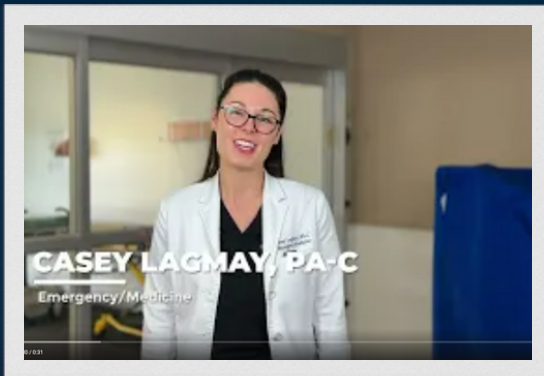
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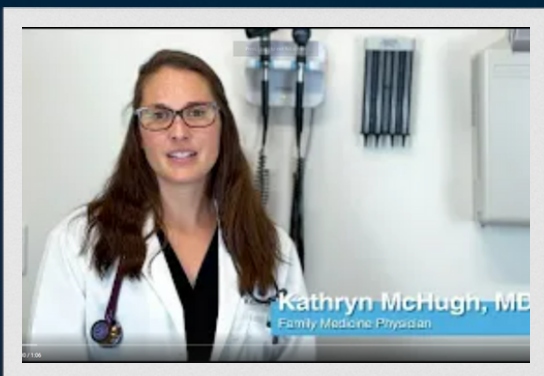
# Last Month's Megha Videos



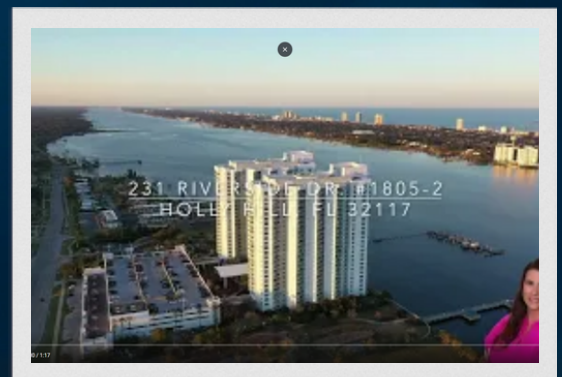
Halifax Health Deltona Emergency  
Department



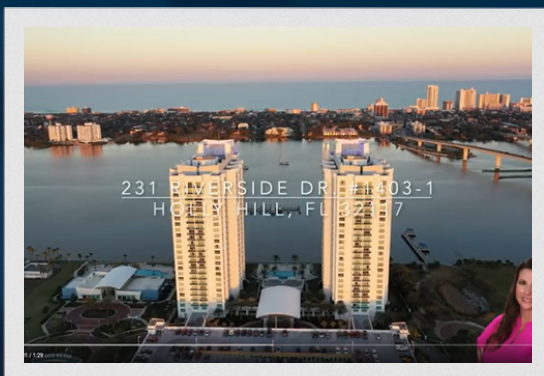
Upward Trend Foundation



Kathryn McHugh, MD | Primary  
Care | Halifax Health



Marina Grande on the Halifax Unit  
1805-2



Marina Grande on the Halifax Unit  
1403-1



Volusia County Women Who Care  
Grant Recipient | Provision Packs



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**MEGHAPHONE  
MARKETING**

EST. 2017

# MEGHA-PACKAGES

Get your voice HEARD! Meghaphone Marketing now has monthly videography packages available to fit your budget and needs! Each package includes a complimentary 30 minute pre-shoot consultation to assist with storyboarding and shot ideas.

PACKAGE

**MEGHA  
BITE**

**\$500**

Our affordable package that still delivers exceptional video content without breaking the bank!

PACKAGE

**MEGHA  
SMART**

**\$1000**

The perfect starter package to keep your social media and web presence fresh and up to date!

PACKAGE

**MEGHA  
INSPIRE**

**\$1500**

Intermediate level package that ensures your voice will be heard and your brand will continue to be seen!

PACKAGE

**MEGHA  
LOUD**

**\$2000**

You won't get lost in the crowd if you have video content weekly on your social and digital channels! This package is a home run!



**One Video**

(30-60 Seconds)

**Two Videos**

(30-60 Seconds)

**Three Videos**

(30-60 Seconds)

**Four Videos**

(30-60 Seconds)

1 Filming Location

2 Filming Locations

3 Filming Locations

4 Filming Locations

1 Hour of Film Time

2 Hours of Film Time

3 Hours of Film Time

4 Hours of Film Time

Video Promoted on Meghaphone Outlets (Social Media, YouTube, Website, Newsletter)

Videos Promoted on Meghaphone Outlets (Social Media, YouTube, Website, Newsletter)

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**Pricing is subject to change depending on project needs**



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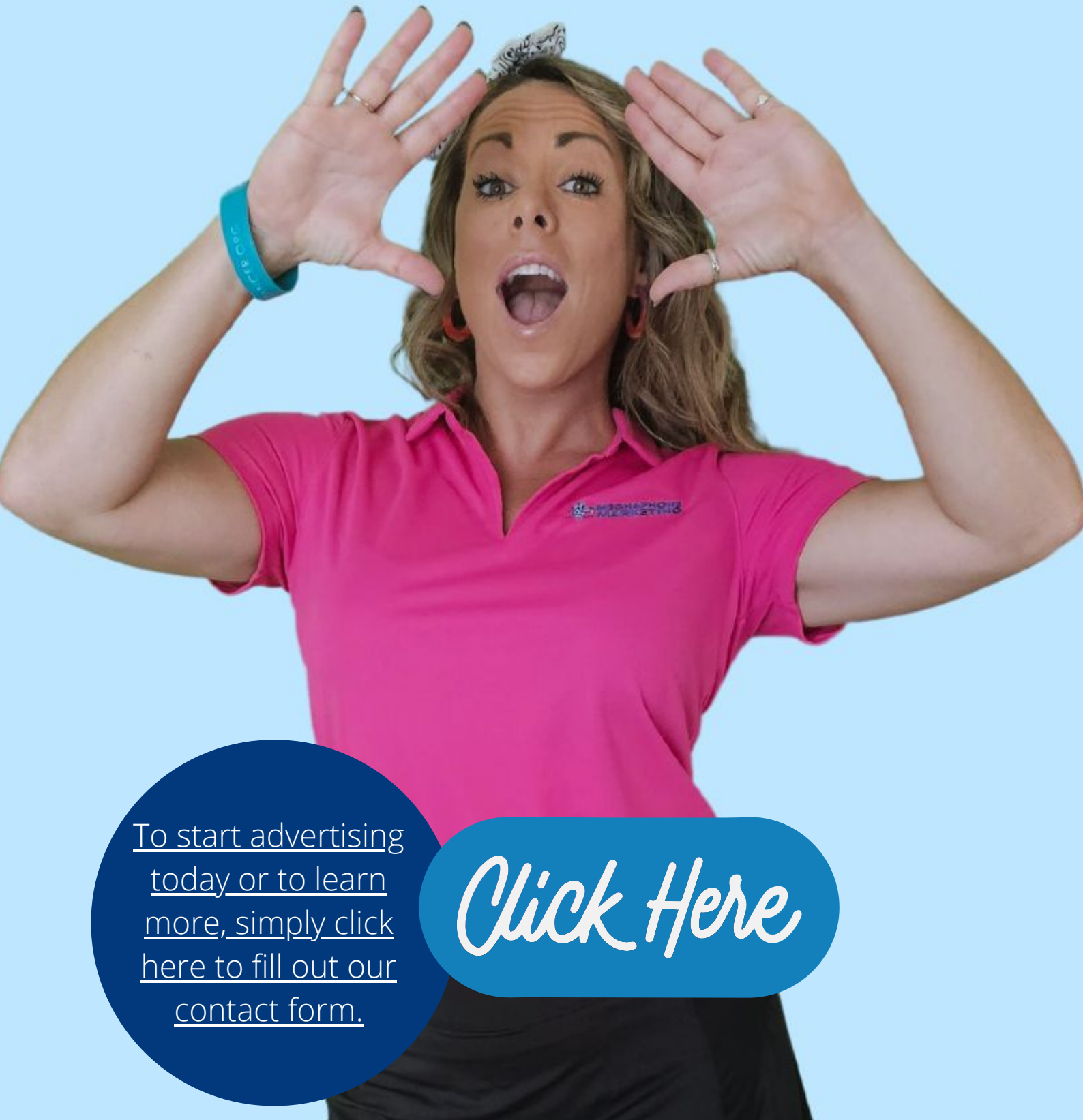


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## Client Spotlight

If you own a truck, Jeep, SUV, ATV, Golfcart or other off-road vehicle, check out our client Tiki Armor™. They specialize in providing custom decking solutions & interior/exterior accents that offer unparalleled style, durability, and protection for all your outdoor needs. Whether you're decking out your watercraft, vehicle, or outdoor accessories, our innovative products are designed to withstand the elements and enhance your outdoor experience. Visit [www.tikiarmor.com](http://www.tikiarmor.com) to learn more!



## Monthly Megha Bites

### Your Monthly Marketing Tip

Create engaging video content by focusing on storytelling and creating an emotional connection with your audience to drive better engagement and results.



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