

## 6P MARKETING NOMINATED FOR OUTSTANDING BUSINESS OF THE YEAR



Nominated for the **34th annual MB Awards** by the Manitoba Chambers of Commerce (October 25<sup>th</sup>)

6P is delighted and honored to accept the Manitoba Chambers of Commerce nomination for the category of Outstanding Small Businesses in the **34th annual Manitoba Business Awards**.

The Outstanding Small Business award is presented to a Manitoba-based company with less than 30 employees that demonstrates success in company growth metrics, including sales, profitability, growth prospects, and employment creation in Manitoba. Moreover, the award recipient is committed to advancing research and development in their industry sector. Other award criteria include deploying a vision for sustainable growth, innovative practices, and positive impact in community.

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### The Marketing Question Every Business Leader Should be Asking

One of the most common questions business owners ask 6P is: **How much should I spend on marketing?**

For marketers, this is a loaded question with sweeping implications. Quote too high a number and you risk coming across selfish. Quote something too low and your value may be called into question. Factor in each individual's perceptions of what qualifies as too high or too low, and there just isn't a right answer – at least not without more substantive information.

So, here are a few places you can start to help form your opinion of how much to spend on marketing:

[Read more](#)

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*"The best marketing doesn't feel like marketing."*

– Tom Fiebume

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#### 6P WINDOW

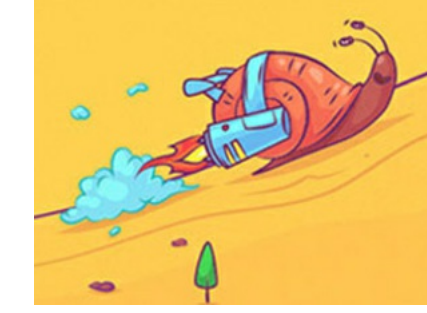
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