

Newhouse News

January 2012
Volume 4, Issue 1



Here's the Scoop

Social Media Update at the link below provides an insight as to why planning is important.

<http://www.media-post.com/publications/article/165263/companies-struggle-to-manage-social-media.html>

At the end of the day, someone has to be accountable for all of the social media site interactions, passwords, updates, etc.

Instead of trying to do it all, carefully select what and how you can best communicate your product or services.

"Be always at war with your vices, at peace with your neighbors, and let each new year find you a better man."
Benjamin Franklin

**Wishing
You a
Very Happy
2012!**

Social Media, You Are What You Say

So what have you listed as your marketing objectives for 2012?

One approach might be to keep doing what works, and keep measuring, then add 1-2 new tactics in your marketing mix either off-line or on-line again with measurement for monitoring.

If you increase your social media in your marketing plan, make sure you are where your customers hang out. Social media is a great marketing tool for several companies, however for others it will be very time consuming with a slower payback.

In addition, it's important to make sure you have social media policies in place if you have employees engaging on your behalf, because as we already know not all people share the same business experience, ethics, manners, or understanding of why some information could be harmful to the business if published online or shared.

In social media your company takes on a personality that is either informed, uninformed, responsive, non-responsive, positive, negative and so forth, so this approach needs to be thought out and responsible for long-term positive effects.

Some of the best social media engagement I have witnessed has been on <http://www.tripadvisor.com>, just reading through the reviews of the hotels you can see the hotels that engage with customers and work at resolving issues versus those that do nothing. This is a great example of how social media responses can sometimes make or break your business volume.

"Our success is a direct result of knowing how to market a brand and having the right people representing the brand." Greg Norman*

*Here's a fun Greg Norman story: He was golfing at the golf course where our wedding was, so I said to my husband to be, "Hey do you see Greg Norman over there?" He simply laughed at me for noticing this and has been laughing ever since I think. One of the children in attendance was busted for trying to sell used golf balls to Mr. Norman during our wedding party.



Some of my Favorite Marketing from 2011

Cheers to:

- VW's Darth Vader Ad
- Minecraft video game, great public relations & growth (see Wikipedia for brief history)
- Prairie Farms Milk, responsive to customer inquiries with genuine concern
- Positive Flash Mobs
- Pleasant, courteous, helpful customer service
- Made in France visitor gifts (US States and foreign Countries making their own



products for tourists and marking it clearly)

Some of my Least Favorite Marketing Tactics

- Envelopes that appear to be "Government Official" simply to sell you a product
- Website/domain hosting companies pretending to invoice you for a domain you don't have registered with them
- Websites that copy or imitate other websites in order to confuse customers
- Excessive emails or lack of value emails just to make a scheduled appearance
- Misleading or hidden Country of Origin on packaging & products

Recent Marketing Assignments

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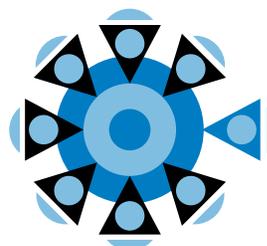
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Reflective Questions for 2012 Marketing

1. Define & Redefine current customer base and prospects
2. Clearly identify (and how to measure) what you want to achieve in 2012 (brand awareness, product awareness, attract different customers, etc)
3. Have you answered the question, "why should they care about my services/products?"
4. Are differences between you and your competitors clear?
5. Marketing budget and how it supports key objectives
6. Barriers to remove internally and externally in order to serve customers better
7. Dates set when I will revisit this plan throughout the year
8. Measurement and monitors in place for activities
9. Appreciation for those that assist me in achieving my goals
10. Do my market destinations have unique requirements?

Client ad in DC Velocity and CSCMP's Supply Chain Quarterly



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