



# Newhouse News

April 2014  
Volume 6, Issue 1

*Specializing in B2B Marketing  
Plans and Communications that  
move customers to action!*

## Marketing Info

### Words with Marketing and Sales Punch

Because "provide the reason"

Free

You/Your

Value

Discovery/Secret

Now

Easy

Results/Guarantee/Proven

Call Today/Right Now

Save Money

Benefit

Best

More

Solution

Top/Winning

Personalized/Customized

*"Don't allow not knowing stop you from trying, several have succeeded because they didn't know the boundaries."*

Unknown

## Quick Review for Marketing Communications

Writing and designing online, for packaging or other promotional materials is very similar when we look at what works best, so try and keep the following in mind:

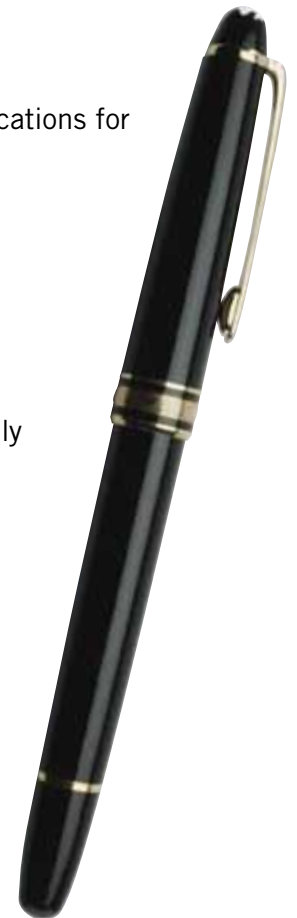
- People scan rather than read 80% of the time
- First 2 paragraphs are the most important to keep interest
- Attention spans are less than 7 seconds!
- Start with conclusion and follow with details to keep them engaged
- Use sub headings, bullets, condense
- Friendly active voice
- Ariel, Helvetica, Times New Roman and Courier New fonts are easy to read
- Paragraphs of 2-3 sentences work best
- Don't have too much hype and lose credibility
- Don't forget to answer the who, what, when and how
- Answer the question, "why should I care?"

Post cards work well for B2B (business to business) communications for several reasons.

1. Nothing to open as a barrier
2. Brief information
3. Inexpensive
4. Easily passed around or kept as reminders

So what makes a great post card?

- Images and words that convey your message quickly and easily
- Organized with bullets and a layout that is easy to scan
- Quickly tells why you are better than your competitors
- Has a call to action
- Provides specials or promo information
- Fits your audience in personality (words/images/style)
- Keeps number of font styles to a minimum
- Includes contact information
- Font size no smaller than 12 point for ease of reading
- Great headline to catch their attention



Debbie Newhouse  
Marketing Architect  
Certified Guerrilla  
Marketer

[Newhouse@nsmktg.com](mailto:Newhouse@nsmktg.com)

502-593-7799

<http://www.nsmktg.com/>

# Don't Just Show Up at the Show Booth!

Being ready for a show whether you are walking or working a booth is a full time job.

You need to be "ON" when working your booth, get your rest and be ready to be social with all kinds of personalities. Have plenty of business cards and patience.

The booth should easily tell people walking by what you do and why they should stop or care to learn about your product or services.

Pre-show mailers to a targeted list continue to work well, especially if you are new to the industry or have a new product. These pre-show mailers provide you an opportunity to show and tell why stopping by your booth will be worth a customer's time.

Pre-show mailers work especially well since about 70% of attendees already have planned where they are going, so you need to catch them in advance of the show.

Post cards work well as pre-show mailers because they don't require opening an envelope and emails are often blocked or filtered until relationships are established.

Send your pre-show mailer to your in-house list, potential new customers and most shows can provide you with a list of show attendees that you can sort through.

Make sure your pre-show mailer ties into the booth theme so these are easily connected in the customer's mind.

Whether your booth is small or large, it needs to be organized and easily understood while supporting your key messages. You should spend most of your time smiling, standing and greeting people as they pass by, make sure you are approachable and not too pushy.

Be ready to quickly and promptly answer common questions and be helpful. Everyone remembers the person that helps them find restrooms or other booths.

Execute on your notes and follow-ups promptly after the show, should be within 1 week! Remember emails don't always work well, so be ready to make those phone calls just in case the email spam filters you out.

Having a booth that arrives in good condition and packs up easily is key to being efficient and saving money.

Make appointments if you can with key people that you need to see (suppliers, customers, local contacts).

Keep your booth design open so people can easily flow through and you can see all sides promptly.

Secure your expensive products and tools so they won't be stolen at the trade show, lock items up or

take them out each night to make sure you have them for the entire show.

Observe other booths regarding what's working and what's not working for future planning, remember the key is to attract the appropriate customers not just crowds.

So whether you are building brand, introducing a new product or just seeking additional customers show up ready and reap the benefits!

## Recent Marketing Materials by NSM



MODEX 2014 and UW Design Pre-Show Mailer