



Newhouse News

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

Marketing Moments

Short and simple-keep it memorable, when objectives or mission statements are too long they sound like they must convince or sell something hidden. So try to keep your important statements short and simple for easier achievements. You can always update or come up with the next generation.

*"Efficiency is doing the thing right.
Effectiveness is doing the right thing."*

Peter F. Drucker

Kudos to Oreo Cookies for a quick decision and timely tweet during the Super Bowl blackout. Most organizations can't make decisions fast enough to benefit from these types of opportunities.

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Are We There Yet?

As a parent you have heard this from your children more than once, however it's commonly heard from companies in terms of their marketing.

Unfortunately in marketing you are never there, this is a continuous journey that you must constantly repack and adjust your directions for, so never get too comfortable with your marketing plans.

New competitors enter the marketplace, and some times new programs and products shake up your world.

However, if you have a plan and continue to monitor and stay focused you can generally respond to the surprises or shifts.

Avoid knee jerk reactions and take your time to discuss with someone you trust the pros and cons of different actions that you may take to respond to a sales threat. However, don't wait too long to respond to shifts you are seeing once you have evaluated and determined why they occurred and how long they may stay.

So pricing tactics can be short lived or well funded, check your margins and be careful when entering these types of battles. Can you add value instead to your service or product that is of importance to the customer and easily appreciated?

New products can be more difficult to respond to, however take the time to review the threatening product and evaluate if it truly meets its hype. When responding to the new product you must be careful not to sound like a whiner. Be factual and tactful.

If you hear rumors of your service or product being attacked, first review the statements against facts and simply adjust your message to clarify the misunderstanding if there is one, if not then you need to determine whether changing to erase these rumors provides any significant value or if they are simply making noise to distract you and your customers?

Communications are very powerful and so are deep pockets of money sometimes, so choose your battles carefully and "No" you aren't there yet and never will be because change is what keeps marketing exciting and challenging.



B2B (Business to Business) Focus

I am always reminding clients to evaluate online marketing opportunities prior to jumping on the “social media rush” or whatever may be the trend at the time so that they may experience the best ROI (return on investment) for their on-line marketing efforts.

Some studies from 2011-2013 confirm that the following online efforts work best for B2B sales leads:

- Emails
- Websites
- Google
- Organic search
- LinkedIn
- Twitter

Although not as new and exciting as other online marketing, email continues to perform the best with a conversion rate of almost 3%. The average conversion rate for B2B campaigns is about 1.6%.

Websites rank high with consumers at 24% wanting better websites and the B2B audience is probably very close if not more focused on websites for information.

Google is still the preferred search engine for B2Bs and organic search (non-advertisements in search results, driven by relevant search terms) is still the highest traffic builder to B2B websites at 40% or higher.

However, with all of Google’s changes and influence it’s best to have another route to your customers’ door and that’s where keeping your email list current and used on a regular basis is a great tactic for B2B marketers, along with a strong website.

Keep in mind another study found that social media only contributed about 5% in traffic leads for B2Bs. But if you are set on using social media be selective and keep in mind that LinkedIn in one study last year was 4 times higher than Twitter and 7 times higher than Facebook.

On a slightly different topic, paper catalogs may not be going away as quickly as you thought. A Baynote study showed that paper catalogs influenced 81.9% more in-store purchases and 42.9%

more online purchases than Facebook. Social media of course continues to work best for 25-34 year olds, while the paper catalogs worked best for those above 45 years old.

So we are back to the marketing basic: Know your customer and know them well for the best ROI in marketing! (sources: Baynote, MediaPost, BizReport: Search Marketing and HubSpot study)



Recent Marketing Assignments



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