



# Newhouse News

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

## Marketing Info

### Real Photos Matter

Just read an article that brought up an interesting point regarding types of photos and their response rates. One agency found that regular photos (studio or stock images) saw a 2.35% click through rate, however when Instagram style photos (non-glossy shot outside of a studio) were used the click through rate increased to as high as 8%. When the photos were tied to conversion rates there was a 25% increase. So your photos and videos matter and real is preferred for now.

*"Your brand is a story unfolding across all customer touch points."*

Jonah Sachs

Debbie Newhouse  
Certified Guerrilla  
Marketer

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## Tips for a New Year

1. Use yellow tablets for your notes, this way you can ALWAYS find your critical notes within stacks of white paper.
2. Attend one new "meeting" a quarter such as professional associations, networking, non-profit or just a new group of people that enjoy talking business. This will broaden your mind and disrupt your routine leading to new solutions or breakthroughs.
3. Read something you wouldn't ordinarily read, maybe an opposing viewpoint or new trade journal.
4. Look outside of your industry to see what new technologies and/or trends are being introduced and discussed.
5. Purchase that book that you have been wanting to read and keep forgetting about, having it available will allow you to read it finally.
6. Reconnect with an old friend or classmate from college, just because these can be healthy and enlightening.
7. Brush up on business etiquette; this really needs to make a comeback in some areas.
8. Take a different route home so you can notice subtle changes around you. Slowing down and thinking outside of your routine is a healthy change for most.
9. Change that service you are unhappy with and stop compromising, this will reduce your stress and may open you and your business up to new opportunities.
10. Target one significant obstacle for you or your business to overcome in 2015.

Oh and don't forget to laugh!



# One Size Doesn't Fit All

Some interesting marketing case studies consist of summaries of what companies found out and changed in order to improve sales in different markets.

In the product area, Lego found out that American parents interacted less with their children while playing with Legos than those in Europe, so the Lego pieces needed to fit together easier since fewer adults were available to assist with fitting the pieces together. The American parents wanted the Legos to occupy the child while they did something else, while in Europe the adults played with the child using Legos.

It is very important to understand the similarities and differences when entering new markets.

Some of these to review and think about when you are going global with branding are:

1. How to use your brand elements well in the new market (slogans, colors, names-how do they really translate?)
2. Not rushing into building a brand
3. Understanding the differences and similarities when entering new markets
4. Establishing a marketing infrastructure
5. Looking for ways to integrate marketing communications
6. Considering brand partnerships, especially with local solid brands



7. One of the most difficult – striking the balance for customization and standardization
8. Defining the global and local control
9. Using and writing operational guidelines to assist with uniformity of the brand
10. Global brand equity measurement systems

So start your research, list making and have fun while taking your product to new areas around the world. These differences can be regional or by state in the United States depending upon local culture, regulations or other differences so this is not just an International challenge.

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## Why I chose a Business Administration Degree over a Marketing Degree

I was doing marketing (new product costing/development/packaging/copywriting) and actually leading a team of graphic designers and still wanted a business administration degree, because I wanted to understand the entire business machine.

Accounting appealed to me and was important to keeping jobs and businesses going, which I understood all too well from the layoffs of the 80's.

This is what I love about manufacturing, it's the

whole story and marketing/sales are the messengers about that story. When marketing spreads the word well, sales increase and customers are happy.

Too many times I see marketing, sales and manufacturing working separately and not in-sync. Yes, they have different personalities and concerns, but when they can hum together you deliver a harmony that can beat the competition and a workplace of mutual respect.



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