

Marketing Info

Kudos to American Honda Motor Co. for their cause marketing campaign to save America's endangered drive-in theatres! What a great fit for the brand and the benefits of interacting with local folks and small business owners. Project Drive-In saved 13 drive-in theatres. So when brainstorming for cause marketing fits, be creative and look for a natural fit with your product or service. Read more details at <https://www.ama.org/publications/MarketingNews/Pages/saving-small-businesses-big-screens.aspx>

"Any intelligent fool can make things bigger, more complex, and more violent. It takes a touch of genius — and a lot of courage to move in the opposite direction."

E.F. Schumacher

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Challenges for Today's Marketers

Marketing and advertising opportunities are abundant today, however with that comes too many options for most.

Unless you track and review your marketing at least annually you are more than likely spending money on several on-going small and large promotions that don't work at all.

Some of these advertising and marketing programs automatically renew once set-up and then people forget about them putting these expenses on autopilot.

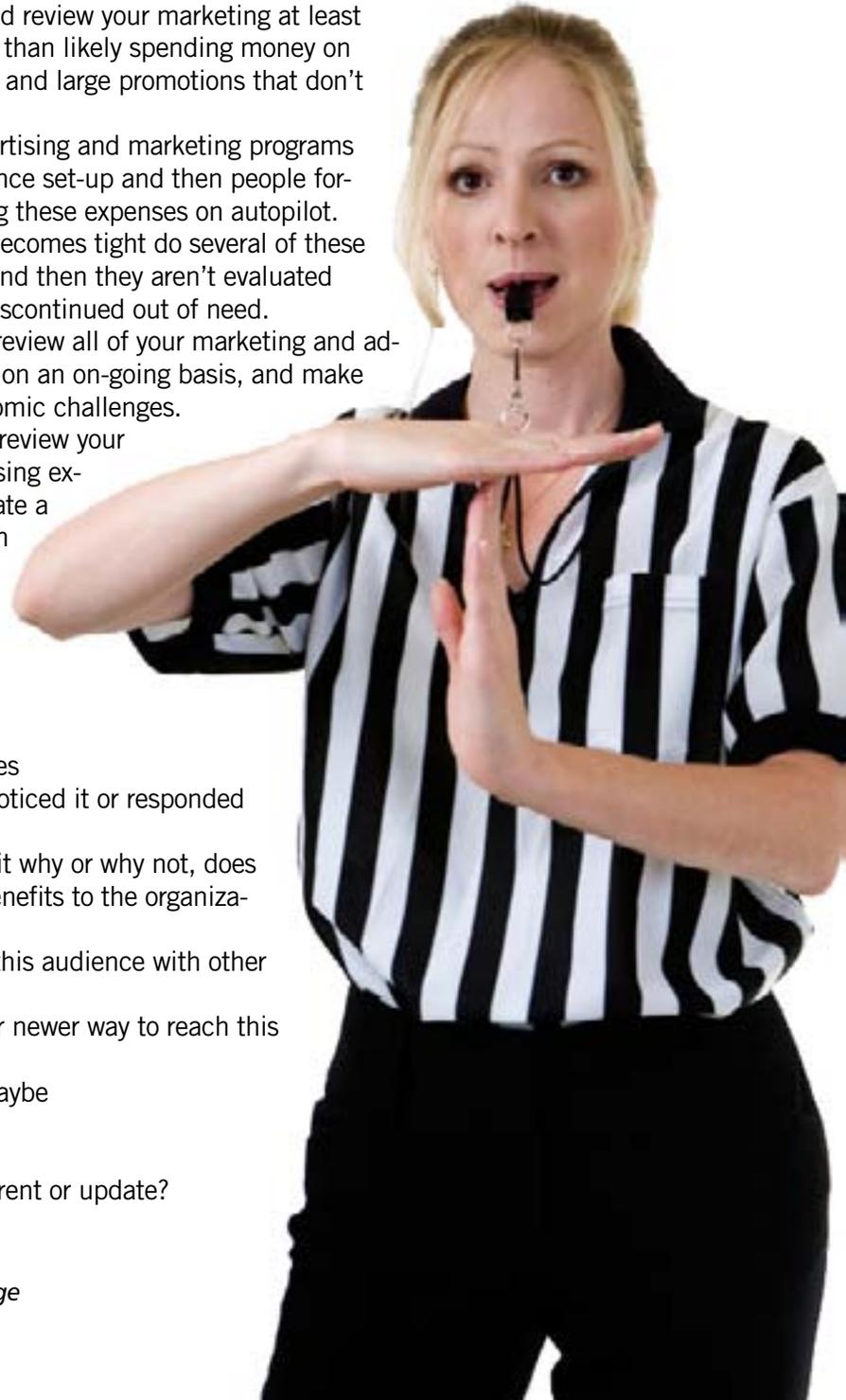
Only when money becomes tight do several of these come under scrutiny and then they aren't evaluated properly, but simply discontinued out of need.

I encourage you to review all of your marketing and advertising expenditures on an on-going basis, and make changes prior to economic challenges.

One way to quickly review your marketing and advertising expenditures is to generate a quick spreadsheet with the following suggested headers:

- Name/Type
- Renewal time period
- Price \$
- Audience it reaches
- How many have noticed it or responded to it?
- Should we renew it why or why not, does it provide other benefits to the organization?
- Are you reaching this audience with other communications?
- Is there a better or newer way to reach this audience?
- Renew yes, no, maybe
- Test or ongoing
- Comments
- Strategic fit is current or update?

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By doing this you can free up resources for other projects or experiments.

When you list all of your advertising and marketing expenses on one spreadsheet it will assist you to quickly determine where your “marketing gaps are and what audiences you have neglected or over saturated.”

What is also discovered many times is that the market has shifted and what use to occur with this message is no longer happening or your customers have migrated to a new format.

Sometimes you realize you are using a past logo or

message that is no longer aligned with your current strategic direction.

These exercises although not fun can be very telling and insightful for marketing and advertising planning.

Some companies are starting to take “tech time – outs,” so the staff can catch up with technology and evaluate what is working and what is not prior to upgrading or spending resources on future blogs, Facebook posts, software, technology, and other tech related items.

Yes, we are in a very fast paced time with marketing tools, however evaluations and maximizing your resources is NEVER out of date. Take charge — learn more and you might be surprised by where those efforts really pay off.

Could a Pre-Visualization Team Benefit My Organization?

First lets define pre-visualization with some examples.

Pre-visualization is commonly used in movies, photography, story boards and other creative mediums to help envision, experiment and improve upon what the future or end result may look like.

Ansel Adams used this technique quite often for his beautiful outdoor images to capture what he wanted the final image to look like prior to development.

So how can an organization benefit from this process?

A pre-visualization team could allow you to imagine what your business, industry and products look like in 50 years. If one of these images connects well, you could start your organization in this direction by running research and experiments.



Some industries have already started this process by engaging multiple people through contests, such as shopping malls asking what does the next shopping generation experience look like, or do off-line shopping malls even exist in the future?

When you pre-visualize you take away the current barriers and only focus upon the end result that you would love to be at or see occurring because of current technological, environmental or other upsets.

Once you have this, work backwards to see what it requires to achieve.

New products, new processes, new thinking can deliver significant shifts that might just be your next break-through, cost saving ah-ha moment or a better ending.



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