



# Newhouse News

June 2013  
Volume 5, Issue 2

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

## Marketing Moments

April 2010 JC Penney logo  
84% awareness

May 2011 JC Penney  
logo 76% awareness

March 2012 JC Penney  
logo 56% awareness  
Source: E-Score Brand

Be careful when changing  
your "look."

*"Lack of time is  
actually lack of  
priorities."*

Tim Ferriss

Check your Google History  
at <https://www.google.com/history> and sign in  
with your Google account  
information.

I prefer not to have  
Google customizing my  
searches based upon my  
profile because I prefer  
diversified results. So  
you may want to turn this  
feature off when reviewing  
your Google account (per-  
sonalized search & ads).

Debbie Newhouse  
*Marketing Architect  
Certified Guerrilla  
Marketer*

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

502-593-7799

<http://www.nsmktg.com>

## gTLD and ICANN Update

ICANN (The Internet Corporation for Assigned Names and Numbers) is a nonprofit private organization established to oversee a number of Internet tasks.

ICANN is responsible for the coordination of the global Internet's systems of unique identifiers and to keep it stable and secure.

gTLD stands for generic top-level domain and is an Internet extension such as .COM, .NET, or .ORG. There are roughly 24 gTLDs now, but there could be hundreds like .music, .doctor, .realtor, .hotel, .manufacturing, etc.

ICANN has received 2000+ applications from such big names as Wal-Mart Stores, Inc., Hasbro International, Inc., Amazon and McDonald's Corporation to name a few.

Wal-Mart Stores, Inc. applied for .SamsClub, The Gap, Inc. applied for .OldNavy, Amazon EU S.a.r.l. applied for .news, and Starbucks (HK) Limited applied for .now so some of these may be revealing future plans.

However, a number of significant brands have recently left the list of companies applying for gTLDs. Hilton, GM, Heinz and a few others have decided to pull their applications rather than participate in the new gTLDs outside of .coms.

For large companies there is a concern that dropping out of these more specific top level domains could be risky, but some of their reasons could be money since the cost to apply for a gTLD is \$185k, the cost to migrate from a .com and over is about \$250k per year.

If the gTLDs change the Internet landscape then this could be money well spent and put you ahead of your competitors, so the question becomes is this critical Internet real estate?

It appears that several Fortune 500 companies are staying in because they want to be the leader in the next shift of the Internet landscape and not lose market position.

As they say only time will tell, but we are in need of more names and numbers within an organized system.

At this link you can see the order of priority for gTLDs and the names of the applicants with new gTLDs, top position at this time is held by The Vatican.

<http://www.newgtldsite.com/new-gtld-prioritization-draw-results-list/>

For more information:

<http://newgtlds.icann.org/en/applicants/customer-service/faqs/faqs-en>



# Highlights of Reviewing a Client's Business Plan

Business plans must include the details of income generation with projections, and define how the financial projections are accomplished.

However, you must first establish that the opportunities exist for those projections, which means you need to review companies already in the industry and review how they are doing.

There are various ways to do this, talk with industry professionals, read the trade journals and search the Internet for news articles related to the topic.

Talk with potential customers and establish critical information where possible to confirm your interpretations, better to find your misunderstanding or their cold feet prior to moving forward.

As you review the competitors make a list of what

you like and dislike about each one. This will allow you to implement improvements for the industry and differentiate your product or service when launching.

Can you quantify your advantages to your potential customers or convert them from competitors?

Make sure you review the government regulations associated with your industry and the costs associated with implementation.

Run your numbers optimistic and conservative for best and worse case.

These are just a few facts I look for when I assist clients with business plans or acquisitions.

Results: Client decided not to engage in one segment of the industry because of a saturated market and non-profitable product, which was found during Newhouse Strategic Marketing research.

*Marketing must include math and numbers with as much science as possible to prevent and achieve the best results for today and tomorrow.*

## Advising a No-Go

I have been hired to fly and review business acquisitions on location.

These become difficult when the client is excited and really desires a confirmation of potential purchase.

However, my job is to be objective and do the reviews prior to the arrival, during the visit and after the trip to deliver evidence based recommendations.

The homework prior to arriving allowed me to form questions and concerns upon my arrival during the facility tours. When you do research it lets you compare what you see with what competitors are offering and to ask about the differences and industry trends.

This specific business evaluation is intense and although I knew both parties wanted a yes, I delivered a no answer based upon several concerns regarding future growth and the current state of affairs.

This specific company although they had been in the national spotlight more than once had not been able to increase the business or take it to the next

level, which was a red flag. When you see this trend you have to ask and research why the business is stagnant and once you define why, how and what will it take to overcome these challenges holding it back?

So how did this end? I felt bad delivering an opposing viewpoint to an excited individual, but my job is to be honest and provide evidence that supports my recommendations.

In hindsight, this was a very fitting no go recommendation and ended with the client passing on the opportunity. The industry suffered some significant setbacks and the economy suffered within a short time, so the decision was good and so was my recommendation.

There is significant value in inviting someone with business experience that has no emotional investment to review an opportunity you may be considering prior to engagement.