



## Marketing Info

A Useful Tool

<http://ubersuggest.org/>

Übersuggest provides keyword ideas with a free keyword suggestion tool that makes good use of Google Suggest and other suggest services.

*"The aim of marketing is to make selling superfluous."*

Peter Drucker

### Resources for Finding Relevant Conversations Online:

[howsociable.com](http://howsociable.com)  
[google.com/alerts](http://google.com/alerts)  
[technorati.com](http://technorati.com)  
twitter search

### More Google Changes

Google Keyword Tool has been replaced with Google Keyword Planner, go to link for more information.  
<https://support.google.com/adwords/answer/3141229>

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## Disconnects in Marketing

Several products have made the news recently because their message didn't match the deliverable and others have us wondering what exactly they are marketing.

Naked Juice recently has been described as misleading the public since the ingredients may not be as natural as claimed. Make sure your branding and communications MATCH your product and the interpretation your customers have of your product or service.

Do the new car commercials really excite you or tell you about the product? As my son and I watch the new short story ads for new vehicles we are left wondering what and why for sure. So far they have received a thumbs down from young

to older adults in our circle. Can customers define why your product is unique and important to them and then recall the brand name?

Time Warner Cable has really caught our attention with several unhappy customers locally and making the headlines in a Wisconsin newspaper as not caring about their customers. So far we are left with the impression of a misfit between what is being sold and what is being delivered. It's critical to match expectations with actual products and services.

When we stop to think about what customers recall and repeat we find several sharing product features and benefits. People talk and advocate their everyday experiences which include product features, great service or simply a good deal. That's what we are hearing and reading off and on the Internet.

So to reduce the disconnect between the product or service with the marketing message, we need to first make sure they match and then we need to make sure our customers experience a positive connection with the brand and an easy to repeat straightforward message. Don't be afraid to listen to your customers and others, what they share may be different than what you are promoting and you may be able to enhance your marketing by using their promotional recall.

As for the products mentioned earlier, they need to adjust to regain trust and positive brand recall in the marketplace.

\*Some recent studies with college students showed a strong preference for straightforward messages in advertising.



# Social Media Overload

The online peer pressure to engage in social media is high, however are the returns high for brands?

Recent studies show a following of brands to be low and then it drops off entirely, the complaints are too many postings and brands to keep up with. It was suggested that brands tweet once a week or less to keep followers engaged. Again emails were preferred by most and user friendly websites.

LinkedIn continues to lead for B2B because of professional associations, past connections and opportunities.



We are approaching a leveling off of Internet interactions and fatigue in my opinion and at the end of the day the question remains what did you achieve and how did you achieve it? More than likely the big payoffs

aren't coming from your followers unless you are the hot famous person of interest at that time.

So continue to monitor the "sweet spots" for your industry online and focus upon the core of your products and services because when push comes to shove that's what makes the buying decision.

## So why is brand management so important and why is it at risk?

Brand is the development and reflection of your business.

Brand consistency is always at risk because everyone likes to add their signature or simply don't realize the dynamics associated with brand building or understand the definition of your brand to date.

Change should be discussed prior to implementation to avoid "brand conflict" which can occur and result in brand confusion. It's much easier for customers to follow you when they get what they expect or more rather than a different experience each time. It's easier to find you in a crowded marketplace when they can easily recognize your colors and name/logo. Disconnects in marketing are also brand disconnects because the experience or expectation isn't matching the previous interpretation or messages. Brand recognition takes time to build with the correct audiences and just because you have lived it thousands of times doesn't mean your customers have seen or even remember it.

So ask yourself:

- Does this new product fit my existing brand?
- Does this change fit with the brand's personality?
- Does my brand speak to my specific audience,?
- Have I changed the image frequently with good intentions but only to confuse everyone?
- Have I allowed enough time to build my brand in my customers' minds?
- Do I need to adjust the brand to fit and compete better in today's world?

### 5 Deadly Sins of Brand Management by Kevin Lane Keller

1. Failure to understand the full meaning of the brand.
2. Failure to adequately support the brand.
3. Failure to be patient with the brand.
4. Failure to adequately control the brand.
5. Failure to properly balance consistency and change with the brand.