

# Newhouse News

March 2011  
Volume 3, Issue 1



## Here's the Scoop

**Domain names/URL's** are becoming harder and harder to find and purchase at low prices, therefore secure yours and other variations for the future. This is inexpensive insurance for you and your business for future use. In addition you can redirect/point parked domains at your live site. Remember common search terms in your industry make good domain names also for promotions, etc. DNJournal.com has some interesting articles regarding recent sales of domains if you are curious about price and demand trends.

*"Many of life's failures are people who did not realize how close they were to success when they gave up."*

Thomas A Edison

## What Type of Web Site Form Works Best?

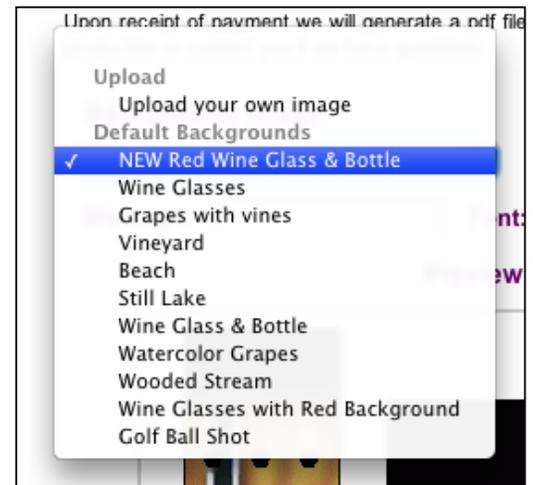
As I lead and assist with web site construction, one question I am always asking is what format will work best for the new and current customer?

One question that is very important to ask is how did they find out about you and your services and products? So the question became is it better to show all selections or hide them in a list format?

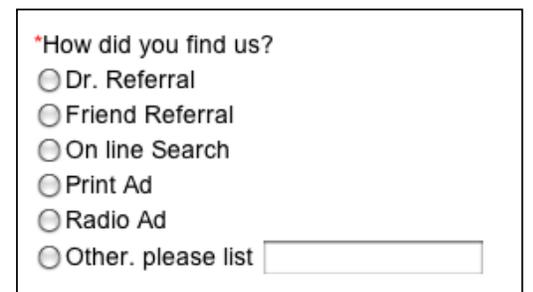
What I have found and read is that when someone is unfamiliar with your website they will want assistance in understanding what you want them to do. Therefore radio buttons work well for new visitors because they display all options allowing people to compare their selections for the best fit. However as they grow accustomed to your web site hiding these in a drop down list works well, like states and countries.

When in a hurry the radio buttons require less clicking since you don't have to open and select, and they are faster to read and decide at a glance with.

So for those new or infrequent visitors radio buttons work best, however always keep in mind the balance and flow of the page for customer ease. And if you find it's not working well, revise the format—that's one thing great about the Internet it allows you to test and revise as needed on your website!



*Drop down example, must click in order to see options available.*



*Radio buttons, options are revealed for faster easier selection.*

## The speed of today's technology requires us to Break Habits Often!

- Web Site Stats (look for QR Code results now, keep pushing your tracking software or people)
- Test your QR Codes (several don't function that are in expensive print ads)
- Ask and ask again, change is hard for many however today's world requires it
- Educate yourself by reading and researching so you can ask informed questions of your suppliers

Safari as a browser in the past was not a concern with programmers since the percentage of use was low, however now preloaded on the iPhone and iPad its use is increasing, Google's Chrome and Apple's Safari both gained in January while Microsoft's Internet Explorer (IE) use decreased. Computerworld article went on to state that IE was expected to dip below 50% within 6 months.

# Guerrilla Marketing Causes a Stir

Guerrilla Marketing comes in all shapes and sizes, but one thing is for sure it causes a stir!

When executed properly and timely, a Guerrilla Marketing tactic is hard to ignore. Charlie Sheen might be a marketing genius, only time will tell since we don't know the state of his current affairs.

So what can Guerrilla Marketing do at this time for your business? Here are a few suggestions:

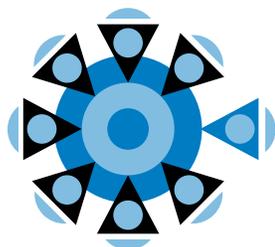


- Roll the dice for your discount, everyone enjoys a good game of fun
- Turn away that customer that keeps picking your brain and profits, there is such a thing as a good fit and bad fit in business, the bad fit consumes more than you realize by taking your time and resources from other more qualified accounts
- Expand your reach with existing customers, make sure they know you can do more than what you just completed for them
- Try a new venue in a small way, partner up with a complimentary product or purchase a small promotion for testing
- Write an interesting article with a fresh approach that involves your industry and product
- Purchase a new domain name and redirect it to your existing web site, guiding potential new customers that have been using different search terms for your product or service
- List your business with new local and national directories that have come on line recently

# Marketing Work Portfolio



Cornerstone Specialty Wood Products, LLC New Product Brochure (Top) and Trade Show Post Card (Bottom)



**Newhouse Strategic Marketing, Inc.**  
 P.O. Box 371  
 Prospect, KY 40059  
 Near Louisville, Kentucky  
 Phone: 502-593-7799



**resinDEK**  
the panel of expertise

Come by Cornerstone Specialty Wood Products, LLC Booth No. 2252 to see how:

- ResinDek® can reduce work related injuries
- ResinDek® lowers installation and shipping expenses
- ResinDek® leads to more than just LEED® Credits for the environment
- ResinDek® can replace common concrete with benefits

The best product for the job is one designed by the industry, for the industry—that's what makes ResinDek® the market leader in mezzanine flooring!

Call us today at 888.755.3048.



**CORNERSTONE**  
SPECIALTY WOOD PRODUCTS, LLC  
18179 Wayne Avenue  
Cincinnati, OH 45215



**PROMAT** 2100  
AN IRVING-CLOUD COMPANY  
10000 N. RIVER ST. CHICAGO, IL 60631  
www.promat.com