

Newhouse News

June 2010
Volume 2, Issue 2



Here's the Scoop

An interesting new article about Group Dynamics and Innovation is located at <http://knowledge.wharton.upenn.edu/article.cfm?articleid=2487> and shows that brainstorming group sessions may be hindering significant new product developments.

ForeSee Results show Facebook as the best place to reach shoppers, however they are picky with 61% of on-line shoppers selecting 5 or fewer companies for friend or follow status. <http://www.hometextilestoday.com/index.asp?layout=articlePrint&articleID=CA6720213>

"Just because someone implies you are wrong, doesn't always mean you are wrong, you might just be different and that can be a good thing."

Unknown

Website Copy is Relevant to Sales

There are always conversations regarding paid advertising versus natural search engine marketing online.

So there is good reason to continue to review research and results from both of these Internet marketing tactics, especially because of the resources they consume in time and money.

I recently read an article by Internet Retailer that reported that 51.5% of their survey responders (102 web only retailers, chain retailers, catalogers and consumer brand manufacturers) reported that more than 25% of their traffic came to the website through natural search, while 32% responded that paid search brought 1%-5% to their site.

In addition with no surprise Google dominates the search engine arena with Yahoo second and Bing increasing.

This indicates that we need to continue to label images and use terminology in website copy that is relevant to customer searches.

Paid search advertising is still important and will assist with incoming traffic and brand building, however customers are getting wiser in recognizing paid ads online versus natural search returns; similar to the progression of advertising in printed materials.

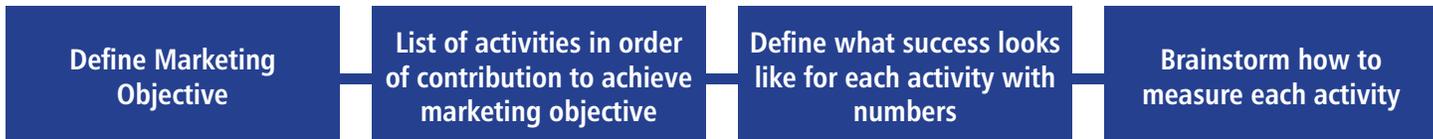
Long-term natural search engine marketing is critical to web sites and should always be taken into consideration when designing, revising, and bringing a new website online. Because when the ad budget gets cut the relevant copy remains on the website for searches.

And remember to use jargon, misspellings, common typos, and synonyms for your product and services if appropriate for your specific customer group.

Do not lose sight of the smart phones either, if your website is going to be opened on a smart phone frequently then the use of flash and images can make it difficult to quickly and easily locate common critical information like business hours, address, phone number, and other pertinent information customers often seek.



How to Start Evaluating Your Marketing Activities with Objectives



Creative examples in how measurements are done sometimes:

- Dedicated website page with special url for promo (see web statistics)
- Survey incoming phone calls with list of possible lead sources
- Survey incoming emails with “how did you find us” options
- Code the promo so it must be entered for special pricing
- Mention “this” when calling to ensure you receive the special gift
- Use a unique phone no., web address, email, postal address
- If you mention this, you will be entered into a drawing
- Specify a location or person for that specific marketing activity
- Reference this code on your next order to receive a discount

I still receive inquiries for clients on past press releases that I have distributed and written. I know this because I ask when they contact me. So your measurement can also show you how long the activity you engaged in keeps working.

The biggest obstacle in measuring marketing activities appears to be “tracking.” Either the tracking method wasn’t defined early or well enough, not implemented, not tested, or it led to more questions. So rather than revisit the activity’s fit with our marketing objective, we chose to proceed as is, so we could mark it off our list.

Evaluating marketing activities is not always a straight forward process, however when you make the effort in significant objectives you will find it becomes easier with time and the accumulated knowledge will contribute to future decisions.

Some additional benefits:

- Learned more about target audience
- Discovered a new potential
- Revised and improved activities after trying to define what success looks like
- Discovered my marketing objective wasn’t on target or well defined
- Avoided misunderstandings
- Eliminated expenses that were not delivering as “perceived”
- Faster & easier decisions when faced with new opportunities

Marketing Work Portfolio



(Above) Pre-show mailer for the North American Material Handling & Logistics Show

(Left) Banners for the Material Handling Equipment Distributors Association Annual Convention & Exhibitors’ Showcase

*Project work is not exhibited prior to public knowledge