



Newhouse News

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Here's the Scoop

Google recently updated their trademark keyword terms for search in advertising, to read more about this change and policy please go to <https://adwords.google.com/support/bin/topic.py?topic=10615>

or contact them at ads-trademarks@google.com.

So far we have found Google to be responsive to our complaints when a competitor (non-seller of the trademarked product) used a trademark for their Google ads to convert/confuse customers to their product line instead.

What the new policy is intended to do is allow distributors, stores and others that truly sell the brand (trademark) to use those terms in their Google advertising.

However, it's up to the trademark owner to monitor this, Google is not researching terms prior to these ads being placed.

"The secret of success lies not in doing your own work, but in recognizing the right man to do it."

Andrew Carnegie

Reaching Results That Are Relevant

One way to take advantage of your slower times if you have some currently, are to list your web site with directories that have been missed in the past. Here are a few to review, some are no charge and others will have a small fee.

- Yahoo! Local listings
- CitySearch.com
- Ask.com AskCity
- AOL's CityGuide
- TrueLocal
- YellowPages.com
- ReachLocal
- Froogle Local
- Local.com
- MerchantCircle.com
- Craigslist
- Google Maps
- SuperPages.com
- infoUSA.com
- Btobonline.com
- Best of Web botw.org
- Dmoz.org
- Localeze.com (MSN)

- Search for directories in your segment and see if your service or product should be listed.
- LinkedIn, Facebook, Plaxo, Twitter
- Don't forget to include sites that cater to your specific audience in personality, hobbies, or other interests.
- Search for professional business and industry association web sites to be listed on as a resource.

Now is the time to investigate and play if you have some time on your hands; so make a list and start working through it a little every day or week, you will be amazed at the results.

And don't forget to ask your leads where and how they found you, that way you will know when your efforts have paid off.

The time has never been better for you to expand your reach.



Relevant Reminders for Today's Business Environment

Re-Align Marketing for Today's Economy

1. Relationships matter (partnership/fusion marketing, stay in touch with all customers)
2. Reduce (waste, usage, costs/expenses)
3. Relevant (focus upon what is relevant)
4. Rotate (test messages for today's economy)
5. Review web stats, all measurement tools
6. Recommendations (provide additional assistance to your customers)
7. Results (profitability, performance of funds spent, leads)
8. Research (product replacements, growth markets, new opportunities)
9. Reasons (clarify why customers aren't purchasing, are they substituting? If so with what? Do you need to expand your services/products for the times?)
10. Revise your approach to fit the new needs



11. Refine & Reach Out (skills, web site, Internet marketing, free promotions)
12. Risk assessment (customer credit ranking)
13. Remove barriers, make doing business with you easy

Marketing Work Portfolio

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