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Newhouse News

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

Marketing Moments

When you see an interesting article and don't have time to read it, print or save it for later in a folder titled, **To Read When Waiting**. I personally stick this folder in my car and read them in waiting rooms, carpool lines, airport stops/delays, automotive service areas, etc.

Facebook advertising data shows that conversion rates drop by 32% after a consumer has seen the same ad over six times. This is because consumers start ignoring ads when exposed to them too often.

"Most people think "selling" is the same as "talking." But the most effective salespeople know that listening is the most important part of their job."
Roy Bartell

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How & When to Say It with Social B2B Networking

Compendium™ released a relevant report earlier this year regarding the differences and the best practices for social promotions between B2B and B2C.

Since B2B and B2C have significant differences we will only focus upon the B2B in this article.

So how many words do business customers prefer to read? In LinkedIn they ranged 16-25 words while on Twitter they didn't want as many and preferred 11-15 words maximum.

What if you post a question? According to Compendium's study you receive 25% fewer clicks when doing this on LinkedIn and 39% fewer on Twitter.

And what about those exclamation points when you are fired up!

With B2B on LinkedIn the exclamation point produced 26% fewer clicks and 15% less on Twitter.

However those hashtags (# symbol used to mark keywords or topics in a Tweet, this also allows them to be categorized) added clicks by 56% on LinkedIn and a whopping 193% on Twitter.

If you like to communicate with numbers LinkedIn folks were neutral and Twitter increased by 50% in clicks.

Timing can be everything and with social media it's no different.

B2B LinkedIn folks prefer Sundays for choice of day, and the times on any day were 9-11 AM, 12-1 PM.

B2B Twitter prefer hearing from you on Wednesday, with preferred times of 10-11 AM and 12-2 PM.

If you would like more details regarding social networking please go to http://www.compendium.com/resources/

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Handy Cloud Info from CNNMoney.com

Here are a few free cloud spaces, when you need extra space for files or sharing information with others.

Google Drive, drive.google.com 5GB free space works well for documents

Amazon Cloud Drive, amazon.com/clouddrive 5GB free space loves your music since they play on any device

Dropbox, dropbox.com, 2 GB free space and easy for sharing photo albums

Microsoft Skydive, skydive.live.com, 7 GB free space, those Office Projects because it syncs automatically while working with multiple computers

SugarSync, sugarsync.com 5 GB free space allows password protection for public files, so good for sharing documents

Recent Marketing Assignments

Cornerstone Specialty Wood Products communicates their value added services with a newly designed ad

Newhouse Strategic Marketing inc.

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A new look for 2013

Other

Business Plan Outline for an online business
Various Print Ad Layouts
Domain Names
Business Presentations

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