

# Newhouse News

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## Here's the Scoop

Interesting Articles re-  
garding Sales Leads

Lead Response  
Management Study  
Provides Follow-Up Rec-  
ommendations

[http://www.leadresponsemanagement.org/lrm\\_study](http://www.leadresponsemanagement.org/lrm_study)

Responding Promptly to  
Online Leads Matters

<http://hbr.org/2011/03/the-short-life-of-online-sales-leads/ar/1>

*"Don't be  
encumbered by  
history. Go off  
and do something  
wonderful."*

Robert Noyce (intel)

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## Google Visit Makes Me Think of Google Panda & Google Penguin

So what are Google Panda and Google Penguin?

Basically Google Panda is an update designed to reduce rankings for low quality websites. Websites that are low in quality content or take most of their content from other websites.

So they reward original content, research, and ongoing changes of value to copy.

Google Panda announces ongoing updates and you can review past ones and new ones at <http://www.seoroundtable.com/category/google-updates>

At the above link you can also review Google Penguin changes.

Google Penguin started in April and is an algorithm change that looks for web spam. Web spam is such SEO tactics as keyword stuffing, links that are irrelevant, so basically Google Penguin is looking for search engine ranking manipulations. You can read additional details at this link:

<http://insidesearch.blogspot.com/2012/04/another-step-to-reward-high-quality.html>

So what if your website is guilty? Make the changes you need to make and basically wait for Google to re-search your website for a better position in search results.

You can check your Google Webmaster accounts for any messages from Google warning you about such activities.

So just be a great company and do what you do best, focus upon providing your customers with the information they need and care about most.



## Keep an Eye on this Social Hottie!

Pinterest is definitely hot when it fits your customer profile, a report by Shopify showed the referral traffic matching Twitter and higher than what Google+, YouTube and LinkedIn combined showed. Shopify goes on to state that Pinterest referrals are spending double the average order of Facebook shoppers.

If you are a retailer (B2C) selling to women 30-65 years old, I think it's worth your time, keep your

postings simple, visual, and partner up with others that are strong on this platform. Such products as Wedding Supplies, Party Favors, and Fashion appear to be doing well using Pinterest.

By the way the best time to share on the pin board site is Saturday morning, so prepare your resources.

<http://mashable.com/2012/02/25/pinterest-user-demographics/>

## Update on Traditional Marketing

I have been talking with successful business owners that don't rely heavily on the Internet for their business and have found some common threads among them:

1. Customer Service is King, they know their customers well and they serve them with exceptional customer care.

2. They have referrals from existing customers so they retain customers for a long time and receive higher quality new customers that fit well.

3. They spend more time with their customers.

4. They use their time to continue business improvements and with customers physically rather than online in social media.

5. They deal with customer complaints and input online and offline in a timely professional manner.

I am not saying that the Internet isn't important and that you shouldn't have a website, but what I am saying is the foundation of your business and services to customers needs to be solid and constantly improved upon to meet today's challenges.

Staying educated and up to speed takes time; use your time wisely for the greatest return.

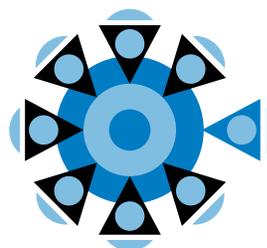
Use technology that enhances your business, not just because it's the latest and continue to know and understand where your customers hang out and what they care about.

## Recent Marketing Assignments



Online banner ads designed to match client's current print ads.

Remember to stay consistent in all communications and visuals to strengthen your key messages such as online banner ads, print ads, brochures, signs, press releases, and directory listings.



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