



Here's the Scoop

This will be your first and last newsletter unless you sign up at: http://www.nsmktg.com/contact_us.html or info@nsmktg.com.

I am contacting all past subscribers to Rev Up Now newsletters since we have discontinued that specific newsletter and will use the Rev Up Now website as a portal to Creative Website Marketing, LLC and Newhouse Strategic Marketing, Inc.

So I hope you enjoy the Newhouse Marketing Newsletter that will be issued via email on a quarterly basis.

Happy New Year!
Debbie Newhouse

"Once in a while I just get away from everyone and go off by myself. I never really do anything. But still I accomplish so much."

Author unknown

Challenging Times Call For Marketing Review

We all know that some businesses are really struggling at this time and the non-essentials must be eliminated in order to preserve the business. So what are some areas you can evaluate during these challenging times? I have found the following categories worth re-assessing and re-aligning if possible.



- 1. Review all past commitments** and contact the companies to see if adjustments can be made to your contracts? Smart people know that everyone is tightening and they want your business in the future and therefore should assist you today.
- 2.** Obviously if you can "responsibly" work with your customers in the manner as stated above, you should. Responsibly means **making sure credit is stable** for your customer and for you, neither wins if this is ignored.
- 3. Review all expenses** to see if any can be reduced or eliminated, such as cell phone options, paper stock for printed materials, quantities ordered, consolidate business trips, and keep the focus upon the quality of service/product to your customers.
- 4.** Can some marketing be replaced with **less expensive types of marketing?** Such as press releases instead of printed ads?
- 5. Can you provide more administrative type labor to your marketing projects and use the professionals for their "specific area of expertise"** rather than in logistics? A professional with experience can promptly review trade show booths, signs, promo materials and quickly point out the elements that aren't keeping the marketing strength you have been building, don't forfeit the momentum that you have spent resources and years building.
- 6.** Can mailed items be in **post card format rather than letters?** Several have already implemented this including the government.
- 7.** Am I **measuring** and reviewing my statistics and data for the Internet and off the Internet projects? If so what is paying off and what isn't? Where should I increase attention by shifting according to the targeted audience success rate?
- 8. New marketing activities will have a measurement** built into them prior to execution, get creative you can do this and it's well worth it. Experiment with new or existing marketing tactics to see if there is a shift or noticeable change.
- 9.** Are my activities paying off in professional associations? Sometimes we just

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Time to Be Your Own Santa... continued

- do things because we always have, now is the time to **reassess those "rut" actions** for value.
- 10.** Are there some books I can read to assist me with my specific marketing challenges? Often new ways of seeing things can be attributed to reading something out of your norm. What other industries can you borrow tactics from, now is the time to **evolve and push the envelope**?
 - 11.** Evaluate long-term objectives versus short-term ones and choose the best fit for what's going

- on and **what you sacrifice** in each.
- 12.** Are all of my employees mindful of their actions and how they affect our bottom line? **Team-work is critical** at this time.
- 13.** Can marketing be **included into items already being mailed**, such as invoices? Can a phone call serve more than one purpose? Can reconnecting with value to my customers help them to recall how we serve them best?
- 14.** Am I being realistic in my budget and actions **without reflecting a negative image**?

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Cornerstone Specialty Wood Products, LLC

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ProMat[®] show, Jan. 12-15

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