

# Newhouse News

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## Here's the Scoop

Good article at this link below from Industrial Distribution, as we all try to keep up. "New Guidelines for Twitter, Facebook, and Other Social Media Postings" <http://www.inddist.com/blogs/2012/03/new-guidelines-social-media-postings>

Consumer Trust in Online Advertising <http://www.businesswire.com/news/home/20120409005607/en>

*"I am always doing that which I cannot do, in order that I may learn how to do it."*

Pablo Picasso

## S.T.O.P. (Strategic Thinking Opportunity Planning)

So many start marketing plans by thinking about advertising, brochures, names, games, etc., I refer to this as the fun stuff. It's okay to brainstorm these and write them down, but then you need to park them.

It's best to S.T.O.P. prior to getting too excited about marketing and advertising because you can misallocate your resources and attention by continuing down this path.

What S.T.O.P. helps you to do and why it is important is because it forces you to think about your current strategies of doing business and to reflect upon successes and failures. This thought process will then lead you into thinking about what you can do better to fend off competitors or to serve your customers better. No, it's not as fun as that marketing program that you want to implement, but it will make that program better or justify its deletion.

Several times in business meetings I have backed up the discussion to ask critical questions, these aren't always welcomed, but I feel a deep conviction to do what is in the best interest of the business long term. Some of these questions have been:

- Where is business shrinking?
- Why is business shrinking in that area?
- What business segments are growing?
- What are some obstacles?
- Industry changes and how they can now benefit your business?
- What are the product/service differentials?
- What customer headaches can we relieve?
- How will the competitor react?

I am not a pessimist, however I do like critical thinking and developing solutions to challenges that others have perceived as impossible to beat or go around.

For some reason the strategic business plan often gets disconnected from the marketing planning stage. These cannot be independent of each other.

Some wonderful changes and solutions can come out of "stopping" yourself and answering some questions with reflection.

I use S.T.O.P. to remind me to recheck prior to driving off into the expenditure mode.

Try it and call me if you need a quick checkup, "Guerrilla Marketing-It's what I do!"



## Keep Checking Your Links, especially when you make the news!

I cut out an article because I was interested in the new product and didn't have time to read about it and look it up at that time.

However, it was so disappointing when I found the time to visit the website to find it incomplete.

Whether you hire someone or do it yourself,

always confirm the link works, the website is active, etc. you don't want to waste the attention of a key audience because they may or may not try it again.

Maybe I will return to that website now to see if they are active yet, oops the phone just rang.

## Content Marketing, the Guts to Communicate with Guts

Content Marketing has been defined as creating and distributing relevant information to attract, acquire and engage a desired audience into a predetermined action.

The intent should be to educate and assist (not to sell), when you can inform your customers they understand that you listen and stay current with their needs.

According to research conducted by Roper Public Affairs, 80% of business decision makers prefer to receive company information in a series of articles

versus an advertisement. 60% of the customers say that company content helps them to make better decisions regarding products and services.

So Content Marketing are the words chosen carefully in which you tell your story in a factual interesting relevant style.

On average B2B marketers use 8 different content marketing tactics, such as email, e-newsletters, blogs, articles, social media (Facebook LinkedIn, Twitter), case studies, videos, white papers, self published or branded media books/articles, webinars, and webcasts.

The challenges most companies are facing are producing quality content, sufficient content, with funds to manage and support this time investment.

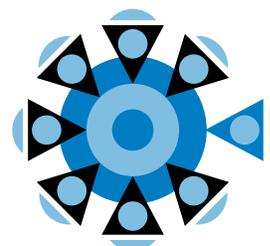
Leading companies in content marketing appear to be spending about 30% of their marketing budgets on content marketing. Their leaders understand it, and they segment their content to match their various target audiences.

Measurement is being monitored with website traffic stats, inquiries/leads, feedback from customers, SEO ranking, and sales.

## Recent Marketing Assignments



The Cornerstone Specialty Wood Products, LLC booth at MODEX 2012 in Atlanta, GA.



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