



## February 2012 - Hints & Tips to help your business to grow...



### New Year's resolutions

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Boost your ranking on search engines with accurate, clear and relevant content. For the Newbie, 'SEO' **Search Engine Optimization** advertising is an **online advertising model** whereby the advertiser creates pages to be indexed by search engines. Then, Search Engine Submission is the next step to ensure your pages are indexed by the search engines.

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Building a strong brand rests on consistency. A consistent brand gets noticed. This recognition brings prospective new business. This is important with B2B brands, because B2B customers often want to recognise a company, have confidence in it and feel they know it before paying for a service.

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### Catpad's projects in January 2012

#### ● Design

- New visual support

#### ● Events management

- Photonics West 2012
- HeliExpo HAI 2012

#### ● Public Relations

- HTML & PR design & press

#### ● Web

- Joomla versions upgrades

*Benefit from our know-how to grow your business up even more*



## New Year's resolutions for marketers

Jeff Perkins  
January 26, 2012

As we move ahead in 2012, it's always a good time think about things we can do differently, better and smarter in the new year. As Ben Franklin said, "The definition of insanity is doing the same thing in the same way and expecting different results." But too often marketers become creatures of habit, just turning over the same media plan and changing the year to 2012.

But the new year gives us the chance to start fresh, change our approach and try something new.

So here are some things to consider for 2012.

- **Blow up your marketing program.** This might sound extreme, but if you're not getting the results you want from your marketing program, wipe the slate clean and start from scratch. The fun thing about marketing is that there's no right answer. If something doesn't work, try something new. Rather than constantly optimizing an average campaign, try coming up with a new big idea. Even if your marketing program is working, there are always components that can use an overhaul. So if a complete blowup isn't in the cards, by all means keep what's working and blow up what's not.
- **Dive into social media.** Marketers have to commit to social media. It has become too important to ignore or pass off to the junior person on the team. Facebook has 750 million users—that's one of every nine people on the planet. And 60% of people using social networks write reviews and share them with friends. That should either strike you as a big opportunity or it should scare the heck out of you. Either way, make this the year that you finally incorporate a robust social program into your strategy. But note, social should not be a strategy unto itself. Rather, you need to figure out how social tools and tactics fit into your overall brand strategy.
- **Get mobile.** Mobile opens up a world of opportunity for marketers. Consider: 82% of U.S. adults have a cell phone and 43% of them have apps on their phones. No longer are we tethered to stationary desktops or clunky laptops. Mobile devices are more powerful and easier to use than ever before. Whether you're developing apps for clients or mobile tools for your sales force, there has never been a better time to start exploring how mobile devices can help all your marketing efforts.
- **Find some new ideas.** Too often we look inward. We tend to focus on our jobs in our companies and we forget there's a whole ecosystem of marketing ideas out there. Many times these ideas might be in other categories but can easily transfer to your business. Plus, you have the benefit of learning from someone else's mistakes. Try to spend some time outside of your company. Go to a conference. Join a local marketing association. Network with the local marketing community. See what's out there.
- **Share your knowledge.** One of the best things about writing for BtoB's is that I get feedback from marketers around the country. Some agree with my points of view. Others disagree. Some provide alternative thoughts and opinions. But the best part is that we're sharing ideas and insights that will help us all be better marketers. And that's really what it's all about.

Source: <http://www.btobonline.com/apps/pbcs.dll/article?AID=2012120129988>

[Summary](#)



## How to promote your booth even before the trade show displays go up

Chris Harmen

November 21, 2010

Having great trade show displays is just one part of a successful trade show marketing campaign. The most effective booths are planned and marketed long before the actual event. Learning how to organize that marketing is easy and has a big impact on your success. When you are designing a booth specifically for an event, it is easy to lose sight of the preparation that must be done beforehand. However, in order for any booth to have its maximum effect, the trade show marketing strategy that your company employs must consider much more than just the few days of the event itself. In order to get the best return from your smart investment, you will need to look at a time span starting weeks before the actual event.

- **Creating A Smart Trade Show Marketing Plan.** In order for your trade show displays to be successful, you have to have a large audience. This becomes less of a problem if you are exhibiting at a widely attended show where you are guaranteed to get some people at your booth just because they plan to be at the show already. However, trusting the show's reputation to draw people to your exhibit is like trusting people to frequent a store just because it's on a popular corner; they're not guaranteed to come to your exhibit. In order to ensure that they seek you out, you'll need to do some work on your own.
- **Tricks To Drive Traffic Right To Your Trade Show Displays.** The best way to promote yourself is to start advertising a few weeks ahead of time. As a baseline, you could send out printed ads or buy advertising time on local channels to notify visitors that your booth will be on display. However, the best way to drive traffic to your trade show displays is through a personalized invitation, by sending them a useful item, or by promising them some kind of gift for visiting. For example, send an invitation signed by your representative and written as a personal note. Those kinds of notes elicit a positive response in people who read it, increasing their likelihood to attend the show and visit your stand.
- **A useful item like a tote bag emblazoned with your company logo has two purposes.** First, it's a great thing for people to use as they walk amongst the other trade show displays, meaning that they'll become a walking advertisement for your booth. In addition, the person carrying the bag will remember you because you were the one that provided the helpful item. With all the literature available at events, something to carry it in is a big help. Visitors won't forget that even after they've left the show.
- **Finally, the trade show marketing tactic of sending the visitors some kind of slip to redeem at your booth works wonders.** It's less expensive than mailing the actual item, and it ensures that your visitors will come directly to your booth. This item can be anything, but should be more substantial than a simple pen. The gift should encourage visitors to walk past the other booths and go to yours first.

Any one of these techniques will provide a successful trade show marketing campaign. They are all effective, and some of them can be used in conjunction. However, even one of these will have a powerful impact. The key is to consider them early enough that you'll have sufficient time to plan, order any necessary materials, and then implement the strategy. Just don't plan it so early that your visitors will have forgotten the gesture by the time of the event. Generally, try to have anything mailed in the visitors' hands four to seven days before the event.

Source : <http://www.articlesfactory.com/articles/marketing/how-to-promote-your-booth-even-before-the-trade-show-displays-go-up.html>

[Summary](#)



### Boost Your Rankings with SEO

Boost your ranking on search engines with accurate, clear and relevant content. For the Newbie, 'SEO' **Search Engine Optimization** advertising is an online advertising model whereby the advertiser creates pages to be indexed by search engines. Then, Search Engine Submission is the next step to ensure your pages are indexed by the search engines.

Search Engine Optimization. In a nutshell you should Look for the keywords with the lowest Supply and highest demand before creating pages. I am confident your search engine positioning will increase with some research like a keyword assessment by targeting your most popular and least competitive keywords.

Supply (Competitiveness) - the number of sites which a search engine (e.g. Altavista, Google, etc.) displays when you search for that keyword using exact match search, that is with "quotes" surrounding the term. Rather than those web sites returned when entering the phrase only partially, that is without quotes.

Demand (Popularity) - The demand figured is the number of views in a month for that particular phrase as calculated by the Overture Suggestion Tool.

I have developed an Effective Index based on the logic of the Keyword Effectiveness Index (KEI) calculation that accounts for the Supply and Demand.

- **Pick Your Target Keywords.** How do you think people will search for your web page? The words you imagine them typing into the search box are your target keywords. For example, say you have a page devoted to marine engines. Anytime someone types "marine engines," you want your page to be in the top ten results. Then those are your target keywords for that page. Each page in your web site will have different target keywords that reflect the page's content. For example, say you have another page about the history of engines. Then "engine history" might be your keywords for that page. Your target keywords should always be at least two or more words long. Usually, too many sites will be relevant for a single word, such as "engines." This "competition" means your odds of success are lower. Don't waste your time fighting the odds. Pick phrases of two or more words, and you'll have a better shot at success.
- **Position Your Keywords.** Make sure your target keywords appear in the crucial locations on your web pages. The page's HTML title tag is most important. Failure to put target keywords in the title tag is the main reason why perfectly relevant web pages may be poorly ranked. More about the title tag can be found on the How HTML Meta Tags Work page. Search engines also like pages where keywords appear "high" on the page, as described more fully on the Search Engine Ranking page. To accommodate them, use your target keywords for your page headline, if possible. Have them also appear in the first paragraphs of your web page.
- **Have Relevant Content.** Changing your page titles is not necessarily going to help your page do well for your target keywords if the page has nothing to do with the topic. Your keywords need to be reflected in the page's content. In particular, that means you need HTML text on your page. Sometimes sites present large sections of copy via graphics. It looks pretty, but search engines can't read those graphics. That means they miss out on text that might make your site more relevant. Some of the search engines will index ALT text and comment information. But to be safe, use HTML text whenever possible. Some of your human visitors will appreciate it, also. Be sure that your HTML text is "visible." Some designers try to spam search engines by repeating keywords in a tiny font or in the same color at the background color to make the text invisible to browsers. Search engines are catching on to these and other tricks. Expect that if the text is not visible in a browser, then it may not be indexed by a search engine.
- **Avoid Search Engine Stumbling Blocks.** Some search engines see the web the way someone using a very old browser might. They may not read image maps. They may not read frames. You need to anticipate these problems, or a search engine may not index any or all your web pages.



## NEWSLETTER

- **Have HTML links.** Often, designers create only image map links from the home page to inside pages. A search engine that can't follow these links won't be able to get "inside" the site. Unfortunately, the most descriptive, relevant pages are often inside pages rather than the home page. Solve this problem by adding some HTML hyperlinks to the home page that lead to major inside pages or sections of your web site. This is something that will help some of your human visitors, also. Put them down at the bottom of the page. The search engine will find them and follow them. Also consider making a site map page with text links to everything in your web site. You can submit this page, which will help the search engines locate pages within your web site. Finally, be sure you do a good job of linking internally between your pages. If you naturally point to different pages from within your site, you increase the odds that search engines will follow links and find more of your web site.
- **Frames can kill.** Some of the major search engines cannot follow frame links. Make sure there is an alternative method for them to enter and index your site, either through meta tags or smart design.
- **Build Links.** Every major search engine uses link analysis as part of their ranking algorithms. This is done because it's very difficult for webmasters to "fake" good links, in the way they might try to spam search engines by manipulating the words on their web pages. As a result, link analysis gives search engines a useful means of determining which pages are good for particular topics.
- **Just Say No To Search Engine Spamming.** For one thing, spamming doesn't always work with search engines. It can also backfire. Search engines may detect your spamming attempt and penalize or ban your page from their listings. Also, search engine spamming attempts usually center around being top ranked for extremely popular keywords. You can try and fight that battle against other sites, but then be prepared to spend a lot of time each week, if not each day, defending your ranking. That effort usually would be better spent on networking and alternative forms of publicity. If those practical reasons aren't enough, how about some ethical ones? The content of most web pages ought to be enough for search engines to determine relevancy without webmasters having to resort to repeating keywords for no reason other than to try and "beat" other web pages. The stakes will simply keep rising, and users will also begin to hate sites that undertake these measures. Consider search engine spamming against spam mail. No one likes spam mail, and sites that use spam mail services often face a backlash from those on the receiving end. Sites that spam search engines degrade the value of search engine listings. As the problem grows, these sites may face the same backlash that spam mail generates.
- **Submit Your Key Pages.** Most search engines will index the other pages from your web site by following links from a page you submit to them. But sometimes they miss, so it's good to submit the top two or three pages that best summarize your web site. Don't trust the submission process to automated programs and services. Some of them are excellent, but the major search engines are too important. There aren't that many, so submit manually, so that you can see if there are any problems reported. Also, don't bother submitting more than the top two or three pages. It doesn't speed up the process. Submitting alternative pages is only insurance. In case the search engine has trouble reaching one of the pages, you've covered yourself by giving it another page from which to begin its crawl of your site. Be patient. It can take up to a month to two months for your "non-submitted" pages to appear in a search engine, and some search engines may not list every page from your site.
- **Verify And Maintain Your Listing.** Check on your pages and ensure they get listed, in the ways described on the Check URL page. Once your pages are listed in a search engine, monitor your listing every week or two to ensure that your *search engine optimization* strategy is working. Strange things happen. Pages disappear from catalogs. Links go screwy. Watch for trouble, and resubmit if you spot anything in error.

Source : <http://www.marketingscoop.com/boost-rankings-seo.htm>

[Summary](#)



### Keep your brand consistent

Daryl Willcox

Building a strong brand rests on consistency. A consistent brand gets noticed. This recognition brings prospective new business. This is important with B2B brands, because B2B customers often want to recognise a company, have confidence in it and feel they know it before paying for a service. To ensure your brand is recognised and understood by customers and prospects, it is vital to be consistent across all communication channels. But what are the best ways to do this?

- **Scrutinise your brand.** Companies tend to grow organically and often introduce different services along the way. It is essential to take a look at your brand over time and ensure it remains true to the business. Researching how your brand is perceived can highlight issues you never knew existed. Completing a brand and marketing review, which should include interviews with clients, will give you a better understanding of customer interpretations and reactions to your marketing and brand. You can also do an internal review with employees to better understand their view of the company. In 2010 Daryl Willcox Publishing (DWPub) did some research that revealed there was confusion and lack of clarity around the company and individual services, both from a brand and structural point of view. Following the research, we decided to rebrand in the second half of 2011 to achieve clarity and consistency in both these areas. Once you're aware of any problems, you can act accordingly. Rebranding, albeit evolutionary rather than revolutionary, was the right decision for us but for you it may only be necessary to make smaller changes to bring your brand together as a whole.
- **Appearance.** It is important to get it right at the foundations of your brand so you have a strong platform from which to build. Your appearance should achieve clarity and consistency across the foundations of your brand - fonts, logos, colour palettes, images and most importantly, the presentation of your service names and descriptions. Consistent brands create strong recognition. Think of any strong brand and you are likely to be able to list its colours, use of imagery and the products it sells. This is what creates recognition, trust and therefore engagement. No matter whether someone sees an email, advert, brochure or social media profile, or attends one of your sponsored events, they will recognise immediately it is you and that they can trust it.
- **Messaging.** Your audience should know what to expect from your brand. Regularly changing your media spokesperson or sending messages that don't tie-in with what you stand for is likely to cause confusion. Having the same person quoted each time there is a mention in the press will show a human side to your brand and companies will be more likely to recognise you. A brand message should achieve recognition, trust and engagement. If the audience recognises a piece of communication they are more likely to engage with it. One of the problems DWPub's research revealed was that the audience often didn't recognise a piece of marketing as being from DWPub, as the services and parent brand were not consistent in look and feel. This meant they would be less likely to engage with it. Following the rebrand, we now have a much more consistent tone. That doesn't mean every single thing has to look identical all of the time, but using a consistent tone of voice and look and feel will ensure your communications are instantly recognisable.

Brand presence is much more than a nice logo and a bit of advertising – it is the summation of everything you stand for, everything you believe in and everything you do. It is how you look, how you talk and how you act. Creating a good impression in the minds of your customers and prospects is vital in today's market. It can help deliver a competitive advantage, a greater return on investment and long-term brand loyalty. It can help build a better business. A consistent brand creates trust. If prospects trust you they are much more likely to buy your services. If your customers trust you they are more likely to stay with you, but even more crucially, they are more likely to recommend you to others.

Source : <http://www.b2bmarketing.net/knowledgebank/branding/best-practice/how-keep-your-brand-consistent>

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