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March 2012 - Hints & Tips to help your business to grow...

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

Style and function is back on the block

Good design is back on the agenda says a Marketing Week survey, as more brands make the link with a strong bottom line. But the battle for buy-in isn't won yet, say marketers. Businesses that are looking to boost interest in new products and services are turning to good design. In fact, design will be a priority consideration this year for 44% of marketers who are attempting to make their brand stand out from the competition, according to an exclusive reader survey conducted by *Marketing Week*.

Slick design is at the top of the list when it comes to planning product or service launches for 54% of respondents. It had the biggest impact last year for 44% of respondents working on product or service redesigns and launches. Improving brand perception and creating stand-out are also rated as areas where design can be most effective, according to 80% and 65% of respondents respectively.

One head of digital for a multi-sector business reveals: "After several years of consolidation, design is now taking a pre-eminent role in the repositioning of our business." Rolling out an updated brand and ensuring that employees buy in to the new design is just one of many challenges companies face this year, according to respondents. One marketer says he will have to manage two major brand relaunches this year. The challenge, he says, will be balancing the requirement for good design on a tight budget.

Other areas of concern include ensuring new branding is managed effectively at all touchpoints, modernising an 80-year-old logo without alienating existing customers, linking existing products better through a single brand design, and trying to make financial services attractive to younger people through a new look and feel.

Several respondents even indicate that design has a part to play in ensuring the smooth completion of a new brand identity following a company merger or acquisition.

Using design to create maximum impact has also been a trend noted by *Marketing Week* over the past year. Notable brand refreshes featured include disability charity Scope, which has a new brand identity based on images contributed by its beneficiaries; Carling, which spent £7.3m last year relaunching the brand with more premium packaging; and B&Q, which is spending £12m on a range of new own-label brands (see Brand Refreshes box, left, for more examples).

The role design plays in an effective brand strategy is becoming more prominent, with 57% of respondents confirming that their budgets have increased since last year, and 55% saying design is "very important" to their competitiveness.

Respondents seek design inspiration from a range of sectors, most notably examples from other industries (71%); examples from competitors (67%); wider media such as television and magazines (60%); consumer trends (60%); and industry magazines (57%). Despite crowdsourcing being a popular way of generating new ideas for brand campaigns and products, just 14% say it is a source of design inspiration. Others comment that valuable ideas can come from looking at industry trends, what's happening in foreign markets as well as having a strong relationship with a good agency.

When it comes to making decisions about design, 50% say management have the final say. In some companies the responsibility falls solely on the marketing department (41%). However, a democratic 39% say approval from all departments is required, and a consumer-centric 19% say their decisions are run past focus groups. A few respondents also note that engaging the corporate communications department is a key part of the approval focus.

We want to create unique, innovative and simple designs that will make our brand stand out from the competition. The majority of respondents say that design is managed by an agency or consultancy (54%), although 49% work on design in-house and 45% say it is a marketing department responsibility. Just 4% say design is handled separately to marketing.
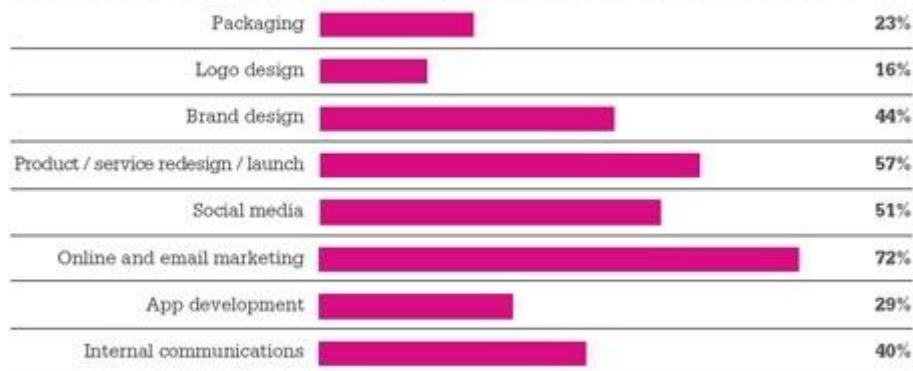
While many are celebrating the recognition that design is gaining in the workplace, some are still struggling to get credit for their work. As one marketing manager for a media company says: "Design is not viewed as important by senior management. They're wrong."

Another marketer adds: "Challenges include internal acceptance of the importance of design and investing appropriately in it." But for the majority of respondents to this survey, design is finally getting the acknowledgement it deserves as businesses realise the impact it can have on their bottom line.

the figures

In what parts of your business will you be making design a priority this year?

Packaging	23%
Logo design	16%
Brand design	44%
Product / service redesign / launch	57%
Social media	51%
Online and email marketing	72%
App development	29%
Internal communications	40%

How are final design decisions made in your company?

Management approval only	50%
Marketing development approval only	41%
Approval from all departments	39%
Customer input via digital community	9%
Social media	19

When implementing a new design strategy, what are your priorities?

	Very important (%)	Somewhat important (%)	Neutral (%)	Not very important (%)
Cost effectiveness	24	70	6	0
Sustainability	10	77	9	4
Innovation	27	71	2	0
Aesthetics	25	74	1	0
Functionality	39	59	2	0
Simplicity	19	73	8	0

The research was carried out in February 2012 among Marketing Week *readers and visitors to* MarketingWeek.co.uk*.*

Source: http://www.marketingweek.co.uk/trends/style-and-function-is-back-on-the-block/4000367.article

Summary

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

Trade Show Events - Do's and Dont's

Trade shows have been an excellent forum for generating awareness of the products and services of a company as well as generating leads in the short run. If you are an entrepreneur or a sales professional entrusted with the task of participating in a trade show, you should consider two major points while choosing the perfect trade show booth: Location and neighborhood. The perfect mix of these two criteria is likely to get you the maximum bang for your buck.

Location is everything. Try and get in early in the tradeshows which features regularly in your company's calendar to get good exhibit spots. Corner booths with two sides open are the ones that are snapped up the fastest. Location is probably the most critical aspect to consider in a trade show and it is really a no-brainer when you recall all the trade shows which you have been to as a visitor and have skipped most of the booths placed at the end of aisle.

Some of the don'ts while choosing the location are:

- Don't choose the booth next to food outlets or conference hall entrances as none of the people heading in these two directions are usually interested in the booths. They are most likely making a b-line to the food court to beat the lunch crowd or are running late for a conference. It is a sad sight to see visitors rush past your stall headed.
- Don't pick the booth near equipment areas or loading bays even if you are getting a two-sided open booth. Need I elaborate this? Audio equipment put near your booth is likely to drown your voice most of the times and nearness to loading bays will result in mostly seeing men in overalls rather than 'real' tradeshow visitors.
- Make sure you're not in a "freight" isle. These rows are dedicated for the machinery used to set up booths, lay carpets, etc. Companies who have booths in this isle are forced to set up last minute before the show opens.
- Consider thy neighbor. Well this logic can work both ways, if you are next to a large multi-tier display, then you can attract considerable footfall during the trade show. On the other hand, if you have a reasonably small booth next to a large display space, then you might get completely dwarfed.
- Let's take another scenario. If you choose to be part of a section of similar style booths, the visitors are likely to pace their speed down the aisle in a manner that would allow them to spend some time to see all booths and they are not likely to be in a hurry to get to a larger display. You need to decide this on a bit of gut instinct. Who your neighbor is also might influence your decision.

Some of the don'ts while checking out the neighbors are:

- Don't choose the booth next to your competitor. The result is going to be a waste of time is trying to check out what is happening in their booth and agonizing about each and every visitor who stops by.
- Don't choose an unrelated industry segment display. If you are dealing in networking, it might not be a great idea to choose a stand in an e-commerce space.

The aim should be getting to the section where we can see most number of displays and decide what interests us most. One of the best inputs to choose the tradeshow booth location and not listed above is previous experience. A number of trade shows have their peculiarities which might only be realized by previous participants so it is suggested that you speak to colleagues who have attended the show before you.

Source : http://www.marketingscoop.com/tradeshows-dos-donts.htm

Summary

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Advantages and Disadvantages of Google Adwords

Google offers AdWords or pay-per-click system on its search engine and other advertisement partnership websites like Netscape and AOL Search for advertisers to display their website ads. You are aware that a website does not become popular automatically. You may have created the best website but if it does not receive any traffic, you won't earn anything. It is also a fact that small business owners cannot spend thousands of dollars on internet marketing and for them; AdWords is the next best option.

Why Do You Need An AdWords Account? 4 main reasons:

- AdWords campaign is *inexpensive* than other marketing methods. Being a small business owner, you cannot afford to spend thousands without worrying about getting return on investment. Since AdWords for *pay-per-click program*, your credit card is billed only when someone clicks on the advertisements.
- AdWords will *help to bring traffic to your website*. After the Google's Algorithm Update, the search engine analytics have begun to keep track on natural traffic and automated traffic. AdWords bring you natural, organic traffic. You don't need to buy paid traffic.
- AdWords is like your contingency plan which will help you *build your website's search engine rankings.* For a new online small business, it takes anywhere between six to nine months to see the search engine position. In the meantime, a small business can make use of AdWords to bring in natural traffic and in the process, help increase search engine rankings.
- AdWords give you *complete control over your advertising account*. You have the liberty to create your ads and decide where you want them placed. If you can understand the complete AdWords process, you need not take any help from third-party agencies to manage your advertising account.

How to Setup AdWords Account?

Unlike AdSense, your AdWords account needs Google's approval, that is, you cannot create ads instantly after signing in. First, you have to fill out the application form giving your name, country, website address and company name. Google's representative will contact you within 3-4 business days for further information and details. You can apply for AdWords immediately after creating a website but its worthwhile to wait for 3 weeks to one month. During this time, your website will receive some kind of traction, thereby increasing chances of Google approving your account.

Advantages of AdWords:

- *Proficient Market Research & Ad Creation:* Through the AdWords tool, you can search keywords, the high and low in demand and incorporate them in optimizing your site as well as to create ad campaigns. The AdWords search tool will give you multiple keyword options. You can also see the competition range as well because the keywords search tool also signifies its use by other competitors in the same segment. Further, the keyword analysis tool will also help you research the potential effectiveness of multiple tags on your website. You can use your chosen keywords for in-website SEO and for creating advertisement ads. However, make sure you choose the right keyword matching pair for your ads to become visible every time someone searches for your chosen keywords. Once Google approves your application and you understand how AdWords work, you can instantly create an ad campaign, give a heading, write the copy and insert the destination URL.
- *Inexpensive Ad Campaign Cost:* Before AdWords, small businesses had to buy targeted ads or keywords costing thousands of dollars. Its return on investment was unsure since you cannot predict how much those ads will be successful. Moreover, companies from where people purchased ads didn't give the buyer much say on the advertisement content. Basically, people paid for ads without getting a full return on their investment. But AdWords changed this completely – you can run ad campaign on less than $10 daily. There is no minimum buy involved. But, before allowing your ad to go 'live,' do a test run to check everything is running smoothly. Further, to protect the advertiser's interest, AdWords does not allow the same user to click ads several times. Why? Because when people click

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your ads, your account gets billed. Viewing ad does not cost money, clicking on them does! The Google system allows you to securely connect your credit card to the AdWords account. The best thing is Google allows you to set a maximum amount of cost per day. Let's say, you set the maximum cost at $20 per day @ $0.01 per click, which translates to 2000 clicks per day. Once 2000 clicks are complete, Google will automatically stop billing for the day.

- *Placement Bids:* Google asks you to bid for ad placements, which is necessary if you want best ad placements. Now, ad placement is based on keyword popularity and how much the advertiser is willing to pay for placement / per click. If you choose less popular keywords, it will cost you a few cents per click, but if you choose highly popular keywords like "dating," it can cost you $60 per click. Google receives thousands of bids daily. The best ad placements are given to those willing to pay the highest for a particular keyword.
- *Pausing Ad Campaign:* You can stop the ad campaign anytime. This is necessary to make ad copy changes or if you have fewer funds, you can pause it for few days and restart whenever you want.

Disadvantages of AdWords:

- **Time Spent in Learning:** New AdWords users need time to understand how the campaign works. You will be lucky to get any sales in the first few weeks and its going to deplete your resources. Moreover, you cannot become a seasoned ad writer in minutes. You have to devote time in comparing how your ads are working, which keyword/s are getting more clicks and find new ways to tweak ad campaigns – all this is time consuming, thus, a lot of learning is involved. In the beginning, do a test run for one week. Invest in low cost per click campaign and compare the results. Assume the money you spend in a test run as a non-return on investment. Spend time at the Google AdWords Learning Center to learn the tips and tricks.
- **More Money Means Top Position**: Unless you are using less popular keywords to capture your target market, you need to shell out more for getting the top ad positions. As we mentioned earlier, you can set up your campaign for less than $20 per day but the reality is, you need to pay more for top ad positions. This translates to spending $5 to $10 per click. You have to be really clever with ad tweaking to reach out to your target market without spending exorbitantly. This is difficult for an individual business owner but not for a company with large budget. If you are an individual business owner, set aside a substantial budget for AdWords campaigns.
- **Website Quality**: Google assesses the quality of the listed website periodically and accordingly assigns a low quality, high quality score. If the website and the campaign is of low quality, Google has the privilege to increase minimum ad bids cost. The only solution is to create excellent ad campaigns and keep the website quality top notch.
- **Readership Problems**: The ads you see on the right-hand side of the search results page are the paid ads. The pitfall of this arrangement is that these right-hand side ads get less readership/clicks than the organic ad listings on the right-side. If you can afford this, its best to invest in getting your ad campaigns listed on the right-hand side of the results page of course, first page ads demand more money expenditure; therefore, you can settle for third or fourth page ad placement.
- **No Tracking System**: Last and the most problematic disadvantage of AdWords is lack of an efficient tracking system. For newbie businessmen, this spells a problem because they don't know how to track keywords that converted into sales. Further, if you have multiple campaigns, tracking is difficult and complicated. You cannot ignore tracking too because it helps you to calculate ROI. (Return on Investment)

Despite these disadvantages, the AdWords system is the best advertising tool available for small business advertisers. You must have understood by now that AdWords is more of a trial-and-error system. You have to tweak ads to make it better and placement friendly. Our advice is not to spend too much at the onset. Keep AdWords performance under observation for few weeks – determine what keywords are working and what not – and then launch a full-fledged campaign with both high and low per click keywords, depending on your target market and projected response.

Source: http://www.incomeinsiders.com/advantages-and-disadvantages-of-adwords-1289

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The seven ages of B2B marketing

B2B marketing has changed virtually beyond recognition in the last 60 years, and with the pace of change accelerating Alex Blyth charts the evolution, and asks, 'which way now?'

Later this year the Olympic Games will come to London for the first time since 1948, and the Queen will celebrate 60 years on the throne. In among the running, jumping and flag-waving there will be some retrospection. We will look back onto a now almost vanished time, an era of post-war rationing, when the world was a much larger place and no one had even imagined an electronic calculator, let alone a computer, or the internet, or social media.

It was around that time though that the first seeds of what we now know as B2B marketing began to germinate – some deep in the basements of London's ad land, many others out in sales departments around the country. So, how has B2B marketing changed in those intervening 60 years? Here we chart the seven ages of B2B marketing.

1. The dark ages

The late 1950s and 1960s were a time of relative plenty after the austerity of the post-war years. At long last people had money to spend and companies were beginning to invest in new marketing techniques that would persuade consumers to spend that money on their products or services. Advertising was becoming more sophisticated and the notion of brand was beginning to take a foothold.

Hamish Pringle, strategic advisor to 23red and co-author of Brand Immortality, says, "This era can be seen as the birth of mass marketing and the whole notion of brand management as opposed to mere salesmanship. At this time Rosser Reeves of agency Ted Bates pioneered the concept of the 'Unique Selling Proposition' and B2B marketers strove to identify the 'silver bullet' that would kill the competition."

In truth, there was very little B2B marketing happening. In 1962, Tim Hazlehurst, founder and chairman of IAS

B2B and recipient of the inaugural B2B Marketing award for 'Lifetime contribution' to B2B marketing, began work at Rolls Royce. "I was a commercial artist," he recalls. "In those days, that was more or less as far as B2B marketing went. We produced sales aids, such as drawings of engines, that the sales team could use. It was incredible how long we took over each one. I remember spending 600 hours on one."

2. The birth of B2B

It was not until the early 1970s that B2B companies began to look at the marketing work done by consumer firms and consider how they could replicate them. Hazlehurst launched IAS B2B in 1973. "Back then our work was 40 per cent journal advertising and 60 per cent sales support material, such as leaflets, brochures, and slide presentations, as well as the occasional corporate videos," he says.

It was an industry struggling to establish a foothold in a world of vested interests. "We were never popular with the sales department," recalls Hazlehurst. "They had been doing things in the same way for years and resented us coming in with new techniques. Then there were the unions. Marketing in those days was labour intensive work, and so almost everything we did was controlled by the unions."

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Nic Ricketts, director of marketing agency 1st Objective recalls just how labour-intensive it was, "We were a specialist agency dealing with B2B advertising for hi-tech customers. All artwork had to be done as typeset strips that were then pasted into position. Any changes meant that patches had to be re-set and pasted over the top. Headline setting was notoriously expensive and only a few specialist setters offered the service. Getting anything done in a hurry was not easy and deadlines were a constant worry."

3. The data rush

B2B marketing really only began to find its feet in the late 70s and early 80s when global competition began to bite. Rick Segal, worldwide president and chief practice officer at B2B marketing agency Gyro, says, "Back in the early 80s, most of the calls into our fledgling industrial advertising agency began by them saying they didn't really need an ad agency as they had 65 per cent market share and knew all their customers, but were a bit worried by a new company, usually from outside of Europe, who was starting to take market share."

He continues, "The long tail of post-World War Two demand was beginning to feather, and companies everywhere were starting to experience real competition, some for the first time. It was at that time everyone began to think about positioning themselves in a then nascent marketplace of global competitors."

Indeed, it was during this period that the likes of ICI and Dunlop began running large budget campaigns through agencies Ogilvy Benson & Mather and Saatchi & Saatchi respectively. However, this growing marketing intelligence and sophistication was seen most vividly – and most importantly – through the emergence of direct mail.

"Direct mail was a revolution for B2B marketing in the early 80s," says Juliet Williams former MD of direct marketing agency Brann. "It was like digital is now. Brands like Ford Trucks and Barclays Bank led the way in discovering just how effective the channel was at reaching business buyers."

4. No time for lunch

Alongside direct mail, telephone marketing also became important for B2B marketers. Frank Smith, founder and MD of Context PR, says, "These days people seem scared to pick up the phone even to talk to warm prospects, and yet cold calling was a powerful tool in the B2B marketing armoury not so long ago. Some of the more aggressive telecoms and IT companies built their entire businesses on the numbers game that is cold calling."

Then there were roadshows. Smith adds, "In the 1980s, the roadshow was king in the world of B2B technology marketing. It was a chance for customers to educate themselves on new technology and a chance for vendors to get in front of potential customers. In those days, the only way you could keep up to date with technology was by readying the trade rags so roadshows were a great additional source of information."

Finally, strange though it may now seem, the fax was central to many marketing campaigns. Heather Westgate, chief executive at marketing agency TDA, says, "My overriding memory of B2B marketing in the 90s is the continual beep-beep of the fax machine. A well-timed fax with a good proposition could get clients' phones ringing off the hook and orders flooding in."

5. The PC has landed

In 1994, Brian Millar, now strategy director at Sense Worldwide, was working in New York on Ogilvy's new IBM account. "They'd just launched the S/390 mainframe, a brilliant new product that just wasn't selling," he recalls. "We interviewed chief information officers at Fortune 500 companies. They told us that five years earlier they'd have bought it but now they'd been reading magazines like Wired and Business 2.0, and were more interested in the Silicon Valley companies like Oracle and Sun Microsystem."

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He continues, "They were worried that if they bought IBM, their boardroom colleagues would think they were out of date. They'd never get another CIO job. Basically IBM was no longer cool in the boardroom. The result was IBM's 'Solutions for a small planet' campaign, and suddenly everyone in the ad agencies wanted to work on technology accounts. Cisco became the biggest company in the world. It was a global technology craze."

As well as promoting these new technologies, B2B marketers were beginning to use them. Joel Book, principal of marketing, research and education at email marketing firm ExactTarget, says, "The first wave was customer relationship management software (CRM) from companies like Pivotal Relationship, ACT, Onyx, Goldmine, and of course Siebel Systems. Unfortunately, too many B2B marketers bought the CRM technology without developing a CRM strategy."

He continues, "As the first generation of CRM software solutions gave way to software-as-a-service CRM solutions like Salesforce and Microsoft Dynamics CRM, more and more B2B marketers began discovering email marketing. Almost overnight, existing and prospective customers started receiving more relevant offers and information, and marketers started seeing improved results."

6. The great acceleration

Since then it has all been about the internet. As Guy O'Brien, head of paid search at I Spy Marketing, says, "B2B marketing changed hugely in the 00s with companies realising their potential customers were trying to understand their offering through the web, as much as they were by telephone or in person. Websites had to go very rapidly from holding pages for brochures to fully-fledged marketing hubs."

Martin Dinham, director at search marketing agency Guava agrees. "The last decade has been dominated by the growth of the internet," he says. "In particular, search engines have revolutionised the way in which B2B businesses leverage the web for commercial gain. It was Overture that pioneered the pay-per-click model that Google adopted with AdWords in 2002. The rest, as they say, is history and Google AdWords has given B2B companies the ability to target their marketplace in a way their predecessors would never have recognised, on a 100 per cent performance related basis."

7. Anytime, anywhere

Today's B2B marketers are immersing themselves in the many possibilities that social media, video, and mobile present. Karen Trickett, managing partner at marketing agency Tangible UK, says, "The top organisations are using social media for effective real-time customer management. Not everyone is doing this well, as was clearly seen in BlackBerry's recent compounding of a serious service failure with a customer service failure. B2B marketers are also struggling to work out how they evaluate the contribution of all these different channels – mobile, internet, sales and customer service."

Increasingly B2B marketing is less about text and more about video. Cisco has claimed that by 2015, one million minutes of video will cross the internet every second. Chris Gorell Barnes, CEO of video marketing agency Adjust Your Set points to Google research that recently revealed 35 per cent of B2B marketers already use online video. He also points to Fujitsu as a good example of a B2B brand taking the lead on this.

Then, finally, there is mobile, Clare Grant, VP of marketing communications at software firm Antenna, comments, "Many B2B marketers are now waking up to the fact that a mobile website might be one of the most effective weapons in their arsenal. Buyers spend much of their time in planes, trains, and automobiles, and so they research and make buying decisions while on the go."

8. An established industry

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We have come a long way from drawings of engines to the B2B marketing app, but the greatest shift has not been in technology, it has been in the attitude companies take towards B2B marketing.

Hazlehurst recalls the point when he realised it had changed. "We had a major client in the 1990s," he says, "It was Altro, a flooring company. They spent £1m with us over 10 years or so, and in that time the salesforce there shrank from 100 to 40. They discovered they could get 80 per cent of the sales from 20 per cent of the customers, and so it was far more efficient to pay marketers to profile and reach that 20 per cent."

He concludes, "Marketing has proved itself in the boardrooms of B2B companies. This is perhaps most evident in the fact that when I started out there were no B2B marketing agencies, and now pretty much all the major B2B accounts are with specialist B2B marketing agencies."

Social media: A history in 30 seconds

- 1979 – Usenet groups launches – the first ever globally distributed internet discussion system
- 1994 – Geocities launches – a social network/blog in parts – users allowed to create own website for discussion
- 1997 – Six Degrees launches – the first modern social network allowing people to create a profile and become friends with other users
- 1999 – Mainstream blogging founded as Live Journal and Blogger launches
- Early 2000s – Social networking gets into the mainstream with MySpace, Friendster, LinkedIn etc
- 2004 – Facebook launches
- 2005 – YouTube launches
- 2006 – Twitter launches
- 2011 – Google Plus launches

(Courtesy of Jonny Rosemont, head of social media at DBD Media)

Source : http://www.b2bmarketing.net/knowledgebank/branding/features/branding-seven-ages-b2b-marketing

Summary

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