

MARKETING

5 Signs

Your Marketing Vendors are Ripping You Off!

Getting new customers

and getting them to stick around

5 Ways

the Web has Changed Marketing Forever

QUARTERLY

Oct. 2010

Published by



How do you repair a broken IMAGE or BRAND?

Are You Sabotaging Your Own Business? Find Out Page 3



Getting New Customers...And Getting Them To Stick Around

As a business owner, your focus should be on acquiring new customers. While it is important to keep your existing customers happy, as well, without a growing client-base, your business won't last.

Customers buy your product or service for four reasons: price, service, quality and exclusivity. Keep this in mind when approaching new prospects. You will find the best information for future sales in the people who considered your product, but went elsewhere. Uncover why they failed to follow through on the sale and where they found a better alternative.

Take risks from time to time. Few successful companies ever make it by taking the safe route. Challenge your business to take the extra step; the bigger the risk, the greater the potential profit.

So how do you acquire these new customers? Begin a full marketing campaign that lasts year-round.

Adhering to a marketing schedule helps you avoid the feast/famine effect:

- **Too busy to pursue new clients when business is good**
- **Too little capital to attract clients when business is slow**

Depending on your industry and business objectives, each company's marketing campaign will vary to fit its particular needs. Whether it utilizes traditional methods such as newspaper ads, billboards, direct mail and other marketing collateral, or if you take the interactive approach in incorporating SEO, social media, online advertising and email marketing, a full campaign schedule will keep you on track with your goals and lead to new business opportunities.

Don't wait for customers to come to you. Get out there and generate your own business. Ask us, at Netwave Interactive Marketing, about designing a custom marketing campaign for you. We'll work with you to determine the best approach to reach your target market.

5 Signs Your Marketing Vendors Are Ripping You Off

These are five actual horror stories clients have told us they suffered through with previous vendors.



1. They promised us top rankings with the search engines from the start

Although this is the ultimate goal for any search engine optimization, you must remember that SEO is a process; and a long one at that! Results are not seen overnight. Many things determine your ranking status including domain age, keyword relevance and consistency throughout a website. There are "tricks" that can get you listed at the top momentarily, but it may not be the right term. The old adage, "if it sounds too good to be true, it probably is," applies here.

2. They offered us a website for less than \$3,000

While this may seem like a great deal, chances are the website is nothing more than a few static pages of mish-mosh that you could have generated yourself. An effective website has an associated cost in both time and money. An experienced designer may charge more, but you'll get more bang for your buck! Don't skimp on this critical marketing tool.

3. We were told our site would have do-it-yourself tools like CMS, shopping carts, social networking and SEO

All of these tools are constant ongoing processes which should be handled by a professional to receive the best ROI. While I do recommend incorporating them into your marketing plan, you probably don't have the time to do this job AND your current one.

4. They used technical terms to confuse us

Just because you can talk the talk, doesn't mean you can walk the walk. A good marketing agency takes technical terms and translates them into words that anyone can understand. The more technical the terms, the more likely something fishy is going on.

5. We didn't get any reports on our SEO performance

It's very simple to hand over an automated report to a client, or even better, no report! Your SEO specialists should be giving you a personalized analysis report that you can understand, along with suggestions to improve your status.

So, how does your marketing agency rate? Will you be looking for alternatives? Contact Netwave Interactive Marketing. I ensure you, we will pass the test!

Are You Sabotaging Your Own Business?

While you may think you've got your business on track, don't forget about a very important element: marketing. Without this feature, you could actually be hurting your business and keeping it from reaching its highest potential.

Keep in mind...

1. Set aside some time for marketing

Marketing can be costly at first, but it will gain momentum. You pay insurance monthly to protect against unforeseen problems. Doesn't it make sense to invest in monthly marketing to insure future business?



2. It's a service not a commodity

Marketing is an ongoing process. Don't make it into a one-time product. By staying consistent in your methods, you will create a lasting impression on your prospects.

3. Build a relationship. It takes time and trust

Take the time to get to know your marketing agency and vice versa. If they are going to be promoting your business, it is important that they know every detail about it. They are your advisor and the more they know about you, the more they can do for you.

4. Determine an affordable annual budget and timetable...and stick to it

We've seen too many clients set unrealistic budgets. It's important to consider marketing as part of your production costs. Always factor in marketing against projected new sales; then stick to the budget!

5. Don't blend sales and marketing

Sure they're related, but don't mistake them for the same thing. Marketing gets the prospects in. It's how you reach them. Your sales process then takes over to close the deal and make them an official customer. Don't be shortsighted when it comes to marketing.

So get out there and start your marketing campaign! Need help? Contact Netwave Interactive Marketing!

For More Tips Visit Our Blog On NJ.Com,
New Jersey's Widest Read Site
http://blog.nj.com/premium/marketing_agency_nj

Repairing A Broken Image Or Brand

Become more visible rather than shrinking from the problem. The BP oil spill is a massive PR challenge. Yet, by remaining visible with a multi-million dollar ad campaign, the company has more than doubled their approval rating since the campaign started.

According to an Associated Press Poll, BP measured an approval rating of 33 percent on August 19th. While that's nothing to light cigars over, it's a major improvement over the 15 percent approval rating measured in June.



Our cover model, Mr. LeBron James, shows us what not to do. He leaves his hometown of Akron, Ohio, for sunny Miami, and then holds a glitzy press conference flaunting his new uniform. He will need more than an ad campaign to repair his image in Ohio.

To quote another famous athlete, Andre Agassi, "Image is everything." If you need help repairing or building your company brand or image, give us a call. Or visit us online and see our latest brand building campaign for clothing retailer, Corrin's Closet at this address

http://marketingagencynj.com/logo_design.php

Announcing Our Fall Seminar Series

Calling all those in need of some social networking guidance! The Social Media Roundtable is well underway and off to a successful start! Netwave Interactive's very own Social Networking Director, Deborah Smith, has led the first of a series of six training sessions at our Point Pleasant location.



The group meets for three hours each month to conquer a new tool (Facebook, Twitter, LinkedIn, Blogging, etc.). Participants will be educated on how to use the new tool, as well as the best way to implement it for their unique purpose.

Deborah Smith counsels Netwave Interactive's clients on how to profit from Social Media. Her expertise has allowed our clients to reach out into specific communities and drive contacts and sales.

It's not too late to join! Sign up now to reserve your seat at the next session. Contact Netwave Interactive today!

5 Ways

the Web has Changed Marketing Forever

Since the creation of the Internet, we now have a means to deliver information to a wide array of people in a matter of seconds. While traditional marketing techniques including direct mail and advertising need time to reach target audiences, the Internet offers new interactive approaches that can impact people immediately.



Like What You Read?

There's so much more...

Visit our website at
www.marketingagencynj.com

Follow our blog at
www.marketingagencynj.com/blog

Join us on Facebook at
www.facebook.com/NetwaveInteractive

Tweet us @Marketing_NJ

Or contact us directly at 732.714.8889
Email: dmcindoe@netwaveinteractive.com

Utilizing The Internet As A Marketing Tool Means:

1. Qualified prospects find you instead of you finding them
By incorporating Search Engine Optimization on your website, your rankings in search engines such as Google, Yahoo and MSN will improve and get your business noticed. It doesn't happen by magic although it's a sophisticated process.

2. Be ready to tell prospects what you can do for them
Websites are a great tool for getting information across to potential clients. However, don't just make your website a brochure about your company. Be more interactive with visitors. Give them reasons to contact you. People make a decision within seconds whether or not to stay on your website. The first impression is everything. They are looking for information; give it to them.

3. Social responsibility is a must
Traditional marketing allows you to talk **at** your clients and prospects; the web and social networking challenges you to talk **with** them. The formation of social media has opened up a two-way street between you and your clients. Get involved, stay in touch with your business and don't be afraid of criticism.

4. Demographic targeting is on a micro then macro level
Internet marketing enables you to target the exact market you desire. Pay-Per-Click Advertising gives the great advantage of showing your ads only to customers with an interest in your products or services. It can even limit the region in which your ads appear. You won't waste money advertising to unnecessary prospects.

5. Your window of opportunity is just 3-4 seconds
The web puts even more pressure on first impressions. People tend to stay on a website for seconds before making a decision whether or not to stay and navigate through. Therefore, your impact must be a hundred times greater. Whereas marketing collateral in hand may linger for a longer period of time and create a lasting impression, a person will jump on and off of a site before you can say your company name.

Most importantly, the web has **introduced** new marketing tools. It hasn't **replaced** existing tools. Every business should use a combination of traditional and web oriented tools in its marketing program. If you would like advice on the proper mix for your business contact Netwave Interactive Marketing today

MARKETING

QUARTERLY

Published by
Netwave Interactive Marketing Inc.