

Are You Making Too Much Noise?

I am sure you have heard the phrase we need to make some noise regarding our product and services.

However, as a marketing consultant it amazes me in some first encounters how long it takes to get to the meat of the product or service we are discussing. Some of these have taken as long as 15-30 minutes to extract the unique benefit of the product or service or to answer the question in my head, "why should I care as a potential customer?"

Cleaning up the message you want to send is difficult and no one wants a script, however without continuity throughout an organization the compelling selling points will be lost and the brand identity will become fuzzy.

So can you stand for something?

What do you recall about your competitors in visuals-describe their image?

What is their compelling reason(s)?

Does your company stand apart from their visuals or are you confusing the customer?

How do customers refer to your company or product, in other words do you have a positive nickname that is strong?

Kentucky Fried Chicken changed to KFC after they heard customers referring to them with that name, then they conducted research to confirm the decision to change.

Should you consider adjusting your name to an easier recall?

Can you state your key benefit in an easy short snappy statement?

Do you need to isolate your identity from the marketplace better in order to stand out from the competitors?

Colors and visuals are usually easier for people to remember than words, especially different names.

On the personal side:

Debbie Newhouse was recently in Oregon to see family, friends, tulips, oceans and some great wineries in Yamhill.



Debbie Hill has been busy enjoying her new puppy and focusing upon taking daily walks for relaxation.



Rev Up Now Action

Future Seminars:

5/18/2007 (registration at 7:30 am, 8:00-9:00 am seminar time)

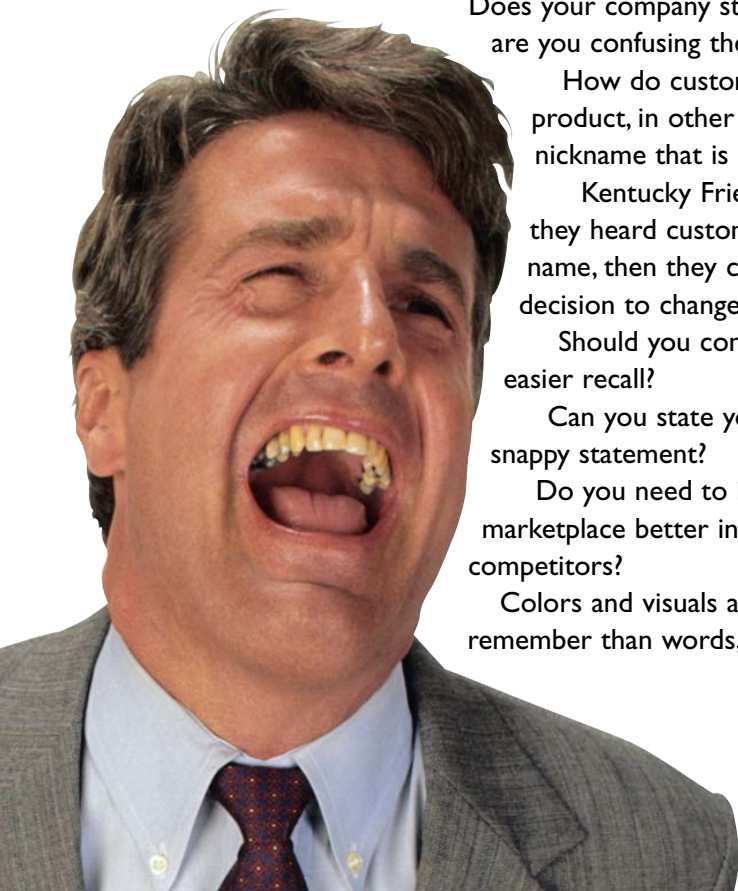
Guerrilla Online Marketing Secrets to Jump-Start Your Internet Presence

Regional Entrepreneur Forum Public Welcome

Location: Regional Entrepreneur Forum Public Welcome held at Health Foundation (5th Floor) of Greater Cincinnati, OH

Presented by:

<http://www.thecircuit.net>
see events calendar page for details



A quick test for fun:

What products do you recall with these statements?

Polar Bear and beverage
Pink Insulation
Cereal of Champions
Snap, Crackle, Pop

See the strength in the recall and how they did it?

Consistency is the key even when you have grown tired of it, there's a

story about Henry Ford becoming tired of an ad and stating everyone must be sick of it, only to discover it hadn't even been printed yet.

So stand back and give it a try or ask a marketing professional that is not so close to the product and service or marketplace to provide you with an analysis for a clear-headed inter-

pretation of what you are "really" communicating.

Could be you are sending too many messages or you are a blur with others in the industry. All that clutter makes it more difficult to find stuff as you know.

You know call that company with the Geeks to fix our computer.

Book Recommendations

100 Smartest Marketing Ideas Ever by Mitzi Keen Crall, Ph.D. This book has great reminders that are quick and easy to follow.

Small Giants by Bo Burlingham, This book is about great companies that choose to stay small or regional for specific reasons, each one is a little different and encourages you to think about various paths you can choose for your company and life.

SEO (Search Engine Optimization) Terminology

Search engine optimization (SEO) is a subset of search engine marketing, and deals with improving the number and/or quality of visitors to a web site from "natural" (aka "organic" or "algorithmic" search engine) listings.

SEO Terms

Above The Fold

The section of a web page that is visible in a browser without scrolling

Anchor text

Anchor text refers to the HTML visible text for a hyperlink. For example: `< a href="http://www.seo-help.com/" >This is the anchor text< /a >`

Algorithm

Algorithms are sets of rules according to which search engines rank web pages.

Figuring out the algorithms is a major part of SEO. By understanding how relevance is calculated, you can make specific pages on your site super relevant for specific search terms.

HTML Visible Text

This refers to making valuable content on a web page visible to search engines using HTML text rather than image based text.

Inbound link

Links that point to your site from sites other than your own are inbound links. Inbound links are an important asset that will improve your site's PageRank™.

Keyword density

The number of times a particular keyword appears on a web page. The more times that a given word appears on your page

(within reason), the more weight that word is assigned by the search engine when that word matches a keyword search done by a search engine user. $\text{Keyword Density} = \frac{\text{Total number of keyword occurrences on a page}}{\text{Total number of words}}$. Most experts agree that 3-5% should be the maximum keyword density.

On-site & Off-site

On site SEO is manipulating code in your website to make it more prominent and therefore more search engine friendly. Off site SEO involves raising your ranking level in the search engines by using other websites, like inbound links and anchor text.

See July issue for more *SEO terminology*.

Tips for Stress

Spring cleaning is a great stress reliever for me because I become focused upon projects (other than work or worries) and start working through them with vigor and the results are very apparent.

Change your point of view when cleaning, change out photos, pictures etc. in your work environment to feel revived!

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