



on the **RUN** news

You Can Use!

November 2007 • Volume 2, Edition 4

What to Think about When Considering Promotional Opportunities? (especially print)

I start with www.bpaww.com to verify what the sales people are selling me and when the specific opportunity hasn't been audited by BPA Worldwide I spend more time investigating to be sure it's the right fit.

BPA is a worldwide resource for verifying audience data and media knowledge. They provide consumer and business media audits to media owners and buyers.

I then review my list of questions as follows:

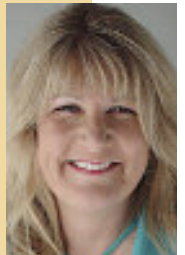
1. Is this my target audience?
2. If so how many? Are there other ways to reach them better and less costly?
3. Is there a state or region I want to focus upon?
4. Is there a particular type of business in the region that I want to focus upon?
5. Are the job titles the decision makers in the audience of this particular opportunity?
6. Does this company have an outside audit report verifying what they are selling and promising?
7. Are my competitors using this channel, why or why not?
8. Is this a good fit and without my competitors being side by side so my offering stands out?
9. Are they on the Internet as well and do they provide me with print and non-print options, both to reinforce would be great.
10. How will we receive the leads, how do they measure the incoming leads? What type of tracking is in place and is it solid or based upon a formula?
11. If you generate your own ads or place your order make sure you receive the correct price from the promotional provider.
12. Does the target audience really read this or is it just being placed in their lobby or waiting room?
13. Make sure you run the same ad several times, 3x might make you appear as a player, however you may not be recalled.
14. Can we afford this medium and be effective or should I look for other less costly ways to repeat my message to the target audience? CREATIVITY
15. Is this an issue that is kept due to its contents?
16. Does this issue have articles that are relevant to my key audience?

A marketing plan with objectives is the best test and one of the reasons why it's important to set a plan 1 year in advance each year.

Now just because it's not in the promotional plan doesn't mean to ignore it, however a quick check of whether it even comes close to your objectives is a good first step.

On the personal side:

Debbie Newhouse has recently enjoyed reunions with past coworkers of Vermont American, Primark and Credo. She has been to Oregon for a family wedding and almost stayed longer for those beautiful mountains.



Debbie Hill has enjoyed exciting high school soccer seasons, championships for both children and looks forward to the beautiful waters of Cancun for an upcoming winter vacation.



Rev Up Now Action

Debbie Newhouse was interviewed as the only Certified Guerrilla Marketing Coach in Louisville, KY by Doug Stern for the Ad Federation's *Communique* publication. She also received her CeM certification (certified emarketer) recently. You can learn more about this at www.emarketingassociation.com.

Use these Top 3 Secrets to Improve Your Web Site's Performance

Is your web site performing well?

This can be a challenge to evaluate, but there are 3 basic steps to get rolling. The great news is there are FREE tools you can use today to get started today!

1. Establish a Baseline: Compile a quick dashboard of key performance indicators:

- Visits per Month
- Bounce Rate (40-50% is average for visitors leaving without clicking)
- Traffic Sources (Search, Direct & Referring Sites)
- Top 5 Landing Pages
- Traffic to Conversion Pages (Downloads, Sign-ups, Check out, etc.)

FREE: www.Google.com/Analytics: Easy account set-up, you or your webmaster can copy and paste tracking code

2. Test & Measure: Test improvements and measure trends for success:

- Increase visits using blog articles, press releases, white papers, etc.
- Reduce bounce rates by expanding content; video, on-demand demos, podcasts
- Increase traffic source percentages through online and print advertising
- Try different headlines, images and call-to-action graphics for top performance

FREE: Services.Google/WebsiteOptimizer: Easy set-up and testing, you or your webmaster can copy and paste tracking code

3. Plan for the Future: Performance evaluation should be ongoing:

- Take advantage of Internet trends, use new interactive tools if possible
- Make sure your site is compatible for mobile devices
- Exchange links with sites that target your same audience
- Keep your content, images and design fresh

Implementing these 3 secrets will get your web site moving towards top performance in no time!



Book Recommendations

E-Marketing 4th Edition by Judy Strauss, Adel El-Ansary and Raymond Frost provides an excellent overview of marketing on the Internet.

Tips for Stress

Re-evaluate what you should get help for, when I can I will do my personal home chores; however when work is really moving I step back reevaluate and ask or hire help.

WineBoards.Biz has

donated wine boards to the following fundraisers: Prevention of Child Abuse, Louisville Zoo, Newport Aquarium, and the National Underground Railroad Freedom Center, the website is currently being upgraded for more interaction.



For New Powerful Marketing Support Products visit www.RevUpNow.com for details