



Marketing Mindset

Today's Trends With Analysis

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*Print this
E-zine and
use checklists
as points of
discussion
and as tools
for your
marketing
planning.*

In This Issue

Dear **Marketing Mindset** Reader,

As the year comes to a close, and as you evaluate and assess the effectiveness of your past marketing campaigns, consider the use of social media platforms as a means to attract clients and to drive traffic to the valuable content on your Web site.

This issue looks at how you can interface the use of social media with your self-published online publications to increase the effectiveness of your publications as communication vehicles and to illustrate your thought leadership. After all, as an expert in your field, you need your clients to think of you and your brand when they need a certain type of expertise and when they are asked by friends and colleagues for a referral. This issue also highlights how you can use white papers, case studies, special reports and e-mail marketing as easily shareable online content to communicate your expertise to clients and prospects.

Wishing You Marketing Success,

Maria Pinochet, Publisher and Author
Contact Us



Today's Trends – The Use of Social Media Increases Web site Traffic

Let your company Web site serve as a "hub" or central depository for your inventory of special reports and thought leadership content. Then, you can leverage, through the use of monitoring tools, both free and by paid subscription, the marketing value of that content with all your other online activities. For example, the customized use of filters and alerts can provide you valuable information about your Web site traffic. With the resulting statistics in hand, and by studying and understanding the power and constraints of the various social media platforms such as LinkedIn, Twitter and YouTube, you can develop online marketing strategies to maximize each platform's potential to attract interest in, and to drive traffic to, your Web site. Once on your site, visitors can be directed to any publications you have available. If those publications include white papers, case studies and reports, which are especially effective tools to meet the informational needs of your readers and to communicate your expertise, the result is that you will engage prospects, communicate your brand value, and enhance your standing as a thought leader.



Online content communicates your solutions and details your understanding of customer challenges.



Qualifying Question

Could you shorten your sales cycle by providing more engaging content? Yes No

If Yes,

Relevance to Your Marketing Strategy: High Medium Low

Priority for Your Planning: Short-Term Mid-Term Long-Term

Use white papers to communicate your understanding of the problems your clients face and to review solutions that highlight your specialized knowledge. A white paper provides the reader with both educational value and targeted persuasive communications. **How can you use white papers to offer in-depth explanations and solutions for the challenges that your clients face?**



Use case studies to communicate the benefits your expertise can provide to your clients. A case study analyzes an organization similar to that of the reader and describes how that organization benefited by implementing the preferred product or solution. **How can you use case studies to discuss your knowledge of a technique, method or process that would be effective in the delivery of a solution?**



Use special reports to communicate your thought leadership. Reports provide detailed coverage of a particular subject matter. **How can you organize and report your expert information in such a way that readers can easily apply the knowledge to real-world problems and can use the insight to view their challenges from a more educated perspective?**



Use e-mail campaigns to communicate your value to clients. These messages can show that, as a service provider, you are on the constant lookout for new practice areas and products that can add value for your clients and can help differentiate you from the competition. **Do you regularly update your clients on the information that increases your value to them?**



Checklist



Recommended Resource

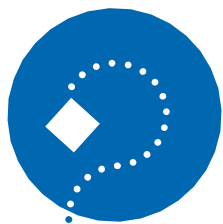
Communicate your Expertise with Special Reports

Publishing special reports to communicate your expertise is one way to deliver the value your clients and prospects need. Special reports allow you to format your expertise and facilitate the reader to: 1) recognize the need for further information to solve their challenge, 2) recognize trends in their market that require expert insights and 3) recognize the need for additional analyses of current problems.

For a sample of a special report that highlights subject matter expertise, read **“Insider Tips: Solutions for Common Mistakes in Document Design and Printing,”** a **Pocket Knowledge** report. **Pocket Knowledge** is a Kore Access interview that gives an expert the opportunity to summarize best practices and tips from their experiences as a professional in a given area of knowledge. To read, [click here](#). (A printable PDF will be provided for your convenience.)



- * To learn more about how to present yourself as a subject matter expert, and how to present your expertise as customer-actionable knowledge, read **“Writing to Build Thought Leadership,”** a Kore Access marketing resources article. For the full article, [click here](#). (A printable PDF will be provided for your convenience.)
- * Does your marketing planning and strategy execution create and enhance a thought leadership brand for you? Find out by reviewing your organization's thought leadership branding programs with **“Thought Leadership Program Evaluation and Development Checklist,”** an easy-to-use checklist from Kore Access. To get started on your review and evaluation, [click here](#). (A printable PDF will be provided for your convenience.)



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