



Marketing Mindset

Today's Trends With Analysis

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

In This Issue

Dear **Marketing Mindset** Reader,

Social media platforms enhance engagement by allowing customers to interact with your brand on their terms. Customers are able to choose how they experience your brand by interacting with the various online media platforms your company offers. In addition to providing customer value through their flexibility, social media marketing initiatives are cost effective, quickly published and easily implemented by organizations.

Read this issue of **Marketing Mindset**, and then join the conversation on the *Cut to the Core* blog to share your insights.

Wishing You Marketing Success,

Maria Pinochet, Publisher and Author
contact us



Today's Trends – Enhancing Customer Engagement with Social Media Marketing

Both consumers and providers currently drive social media growth because it offers the shared advantage of reducing costs: Consumers save on travel time and transportation costs and providers save on publishing and distribution costs. Additionally, online social media allow for the exchange of information in ways that would not otherwise be available. Each online platform, in fact, serves specific consumer informational needs: Some provide interactive functionality, others offer immediacy, and many allow customization and personalization by the user.



Online platforms increase customer participation and engagement with your brand at the same time they reduce costs.



Qualifying Question

Is increasing your online marketing efforts important to the success of your organization? Yes No

If Yes,

Relevance to your Marketing Strategy: High Medium Low

Priority for your Planning: Short-Term Mid-term Long-Term

Online media offer a multitude of platforms at various price points, which allows you to achieve a wide variety of sales and marketing goals. While pay-per-click (PPC) advertising and search engine optimization (SEO) continue to rise in price, alternative options such as natural searches, affiliate marketing and e-mail marketing partnerships offer attractive alternatives. **How can your organization capture and capitalize on these online marketing opportunities?**



On-demand downloadable content is popular for those who routinely use their iPod, as well as for the growing number of on-the-go consumers who find watching their favorite show or listening to a lecture at their own convenience appealing. **How can your organization leverage its knowledge content into audio and video podcasts for your target audience?**



Checklist

Social media platforms continue to grow in popularity and use among a cross section of users. Such social networks are not limited to use between individuals; they can also provide a means for you to develop close service and working relationships with your consumers and prospective users. **What is your organization doing to establish a meaningful presence and participation in social media platforms?**



Uses for Webcasts and video clips range from brand building to product description. You can develop your own inexpensive uses for these online marketing tools, with the added benefit that they can help you measure audience conversion rates. **In what ways can your organization implement these tools to meet your sales goals and marketing objectives?**

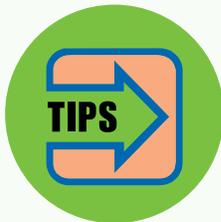
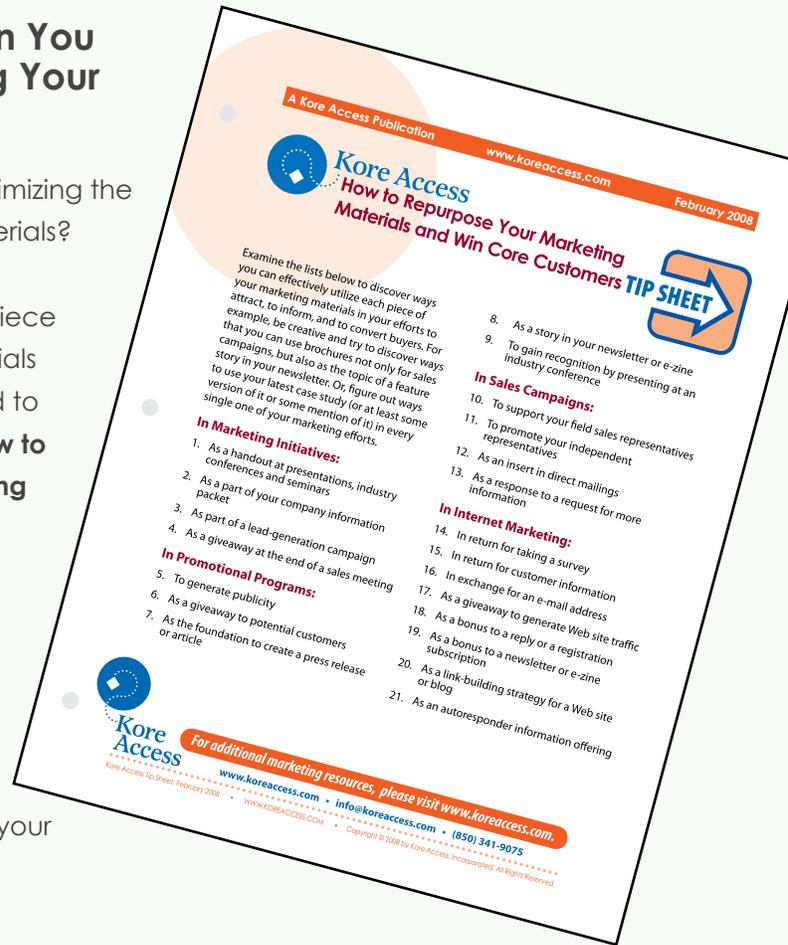




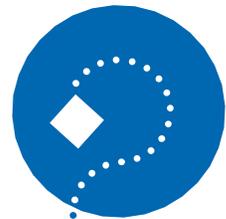
Recommended Resource

How Creative Can You Be in Repurposing Your Materials?

Is your organization maximizing the use of its marketing materials? Discover ways you can effectively utilize each piece of your marketing materials to attract, to inform, and to convert buyers with “**How to Repurpose Your Marketing Materials and Win Core Customers Tip Sheet,**” an easy-to-use tip sheet from Kore Access. To get ideas and insights into best practices, [click here](#). (A printable PDF will be provided for your convenience.)



- * To learn strategies to organize your marketing content and to find ways to make content context specific, read “**Repurpose the Core Content of Your Publications,**” a Kore Access marketing resources article. For the full article, [click here](#). (A printable PDF will be provided for your convenience.)
- * To learn more about marketing and public relations strategies that can be implemented with online media platforms, read David Meerman Scott’s book, **The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly.**



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*For additional marketing resources,
please visit www.koreaccess.com.*