



# 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,

This issue touches on the importance of marketing your expertise in a specific subject through the use of self-published online publications. As a subject matter expert (SME), you need your clients to think of you and your brand: 1) when they need your expertise, 2) when they seek the leader in the industry, and 3) when they are asked by friends and colleagues for a referral.

Online content that addresses these client concerns can assist you in the accomplishment of your goals in an effective and timely manner. Therefore, we highlight white papers, case studies, special reports and e-mail marketing as examples of the various online means you can use to communicate your expertise to clients and prospects.

Wishing You Marketing Success,

**Maria Pinochet**, Publisher and Author  
Contact Us



## **Today's Trends – Market Your Expertise with Self-Published Online**

As a subject matter expert (SME), one of your marketing goals is to distinguish your brand and to communicate that uniqueness to niche audiences. Your promise of expertise will attract clients, and the perception of continued market leadership helps to retain client loyalty. Therefore, the use of online marketing materials that communicate credibility and leadership can be a key to your success. For example, publications such as white papers, case studies, special reports and e-mail campaigns are especially effective in meeting the informational needs of your readers and in communicating your value.



***Online content communicates your expertise in a timely manner and in a format that can best highlight your knowledge.***



## Qualifying Question

**Are your clients' perceptions of your expertise a deciding factor in their decisions to retain the services 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

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?**

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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?**

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Use special reports to communicate your SME 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?**

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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?**

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## Checklist



## Recommended Resource

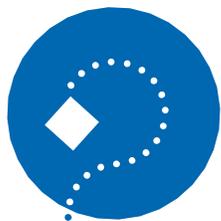
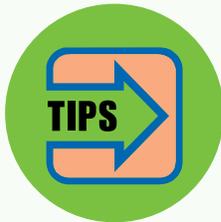
### Communicate your Expertise with Special Reports

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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