



Marketing Mindset

Today's Trends With Analysis

September 2010

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Print this E-zine and use checklists as points of discussion and to help plan your marketing strategies.

Dear *Marketing Mindset* Reader,

Do you successfully create positive experiences for your brand when you communicate online? Even if you feel more effective over the phone or in person, you can master the art of online conversation. Search out ways to enhance your brand, participate in as many online activities as you can, and then reap the benefits. After all, the number of professionals who spend time online is on the increase, and you want to be right there to communicate your value to these prospects and buyers. Read on for suggestions on how to communicate with high impact.

Then join the conversation on the *Cut to the Core* blog to share your insights.

Wishing You Marketing Success,
Maria Pinochet, Publisher and Author



Current Trend

Today's Trend – Online Interactions Add Value to Your Brand

Online platforms of all varieties continue to grow in membership and participation. Each media platform has its own guidelines as to the length, style and tone communications can take. Therefore, take the time to “drop in and get to know” the various platforms (industry forums, special interest groups, professional networking sites...). Your visit will help you decide how each can assist you as you build the value of your brand. Then choose your platform, start participating and benefit from all the opportunities to connect and to be “found” online.

Key Point



Potential prospects and current clients have 24/7 access to your online brand communications.



Qualifying Question

Your Core Evaluation Point

Can you enhance the value of your brand by consciously creating memorable online experiences for your prospects and buyers? Yes No

If Yes, Relevance to your Marketing Strategy: High Medium Low
Priority for your Planning: Short-Term Mid-Term Long-Term



Checklist

Track Your Three Key Action Items: Reveal, Convey, Impart

1. Reveal *your authentic self.* Online written communications lack facial expressions and voice inflections, but you can still use them to form meaningful connections. Choose your words carefully so that they provide not only the facts but also reveal your integrity and sincerity, as well as your expertise.



2. Convey *the core values of your brand.* Enhance your brand value by responding to direct requests with the language of your company values and culture. When you frame your comments with the words that express your core values, you will engender loyalty and build your brand's community.

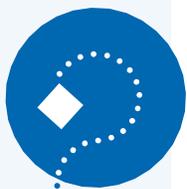


3. Impart *valuable information.* Bring value to your online interactions by offering possible solutions to the challenges being discussed by other participants. You can easily spark creative ideas when you refer to another's ideas via links, share online resources and invite colleagues to participate.



COMMUNICATION OF YOUR VALUE-ADDED SOLUTION: Increase in Brand Name Recognition

Whatever the online platform (an e-mail, a blog post, a retweet, a direct message, a chat...), recipients rarely forget a meaningful interaction. The next time you meet those recipients, either online or offline, they will imbue your brand with the "personality" you have imparted to it with your positive communication efforts.



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