



*Tips to*  
CLEAN  
UP  
YOUR  
MARKETING  
ACT

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**S**pring is right around the corner, and now is a great time to clean up your marketing act and start fresh with new ideas and approaches. While doing some actual office spring cleaning might not hurt, take the time now to evaluate your business for the remainder of 2012 and look for some fresh new ideas and approaches that will re-energize both your company and your marketing efforts.

Ask yourself what's working and what's not, and evaluate what you need to do to improve and make your business even more effective. Here are some easy tips to help you get started:

1. **Marketing Strategy** – Reassess your overall marketing plans and strategies, and see if adjustments need to be made. Revisiting your marketing campaigns, even the successful ones, can be a great way to skyrocket them to the next level. Look at what campaigns and messaging are working and how you can make them even more effective.
2. **Website Updates** – A website that is tired, stale, and – worst of all – out-of-date is not a good representation of your company. Like it or not, prospects do judge the expertise of your company based on your website presentation. Here are some areas to consider as you evaluate the effectiveness of your site:
  - » What are your most popular web pages? Take note of what your visitors gravitate toward and see if you can integrate what is working into the rest of the site. Is your “About” page getting a large amount of hits? That may mean your visitors are interested in learning more about who you are and what you do, so be sure to have relevant and updated content there.
  - » Is your site easy to navigate? Can visitors find what they are looking for? With your customers and prospects constantly under time pressure, you want to provide them with the exact information they need. If your site is not user-friendly or intuitive, visitors will move on to easier-to-navigate sites.
  - » Are your pages accurate? How long has it been since you actually updated the content on your website? Content can quickly become outdated, and having inaccurate or outdated information is not a good reflection on your business. Take the time to peruse your site and look at ways to update and improve the content.
  - » Are your social media accounts integrated with your website? Prospects often use company websites as a springboard to social media sites. It's important to successfully integrate your social media and networks into your site because people will spread the word on these sites, and you need to be there!
3. **Search Engine Optimization (SEO)** Be sure to check your website analytics information for the keywords you are ranking for and then review if they are still relevant to your business. Do some keywords have higher search volume but are ranking lower and vice versa? Concentrate on the keywords that reflect your business the best and use those keywords throughout your website content.
4. **Marketing List/Database Refresh** – Nothing is worse than fueling lead generation and marketing programs with incorrect data that results in decreased campaign responses and wasted time and money. You need to make sure that you are reaching and targeting the right audience, so it is key to clean up your database to help maximize your marketing efforts. Try these tips:
  - » Clean up duplicates and fix typos
  - » Remove the hard bounces from your email list
  - » Try to re-engage non-responders and if they don't react, remove them from your list
  - » Remove immediately those who request to unsubscribe
5. **Expand Your Social Media Contacts** – Find and follow new business contacts. They will likely follow you back in return, expanding your reach by using connections you have already formed in person. This is an excellent way to stay in contact and grow your audience.

**6. Spruce Up Your Newsletter** – If your newsletter is looking a little tired, it's probably time to give it a facelift. Consider this:

- » Layout consistency – Think about regular columns or sections you could provide in each issue of your newsletter. The more consistent you are with your format, the more likely it is that your subscribers will start to anticipate it and look for those sections.
- » Friendly writing style – Assume familiarity with your audience. An overly professional tone is less effective than a conversational one.
- » Mobile compatibility – Contacts are reading their email on their smartphones now more than ever. Use large icons to help readers who click on links via their smartphones' touchscreens.
- » Relevant content – Provide readers with consistently high-quality content. Give them something that will actually help them in their business.
- » Be resourceful – Provide links to other white papers, articles, videos, and podcasts that are relevant to your audience. Devote an entire section to resources that might help them in their businesses.

**7. Blog** – Now's a great time to revitalize your blog. Here's how:

- » Content – No one wants to read content that isn't insightful, interesting, informative, or enlightening. This

doesn't mean that every post has to consist of Pulitzer-worthy writing, but it does have to be worth reading for the audience that you are trying to reach.

- » Focus on SEO – Every time you write a post, you should automatically be considering what words people might be using to search for that type of information. Once you know what kinds of words they're using, you're in a great position for it to be picked up.
- » Commit to blogging regularly – Like anything else, blogging gets easier with practice. As you become more comfortable with the blogging process – generating ideas, researching and drafting posts, editing and publishing, sharing your content via social media – you'll find that it does become easier over time.

Starting to feel a little motivated? What are you waiting for? Roll up your sleeves and start sprucing up your marketing for 2012! 🌀

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