

The 7 Habits of Highly Unsuccessful Marketers

It's a truism in today's sluggish economy — the only organizations managing to grow are the ones marketing themselves most effectively. The ones marketing poorly or not at all? They're quickly falling victim to tough times.

To help you stay on the positive side of the ledger, we've identified seven common characteristics of the losers in the marketing wars.

1. Failing to plan. (As they say, it really means planning to fail.)

Ever wonder why so many companies take a systems approach to their accounting, sales or manufacturing efforts? It's because the systematic approach works. That's why we have to wonder why so few are systematic about their marketing efforts. An inconsistent "flavor of the week" approach is the worst approach of all — and it's what most businesses typically do. Don't have a marketing plan? Make it your #1 goal for 2Q 2012 to create one.

2. Bandwagon jumping, or as we like to call it, "ooohh, a red ball" syndrome.

Yesterday, it was video. Today, a Pinterest page. There are always shiny new objects in the marketing world, and many can help you grow your business. But without a consistent, strategic plan, you'll find yourself hopping from one red ball to

another, wasting valuable time and resources and never gaining any marketing momentum.

3. Deer in the headlights.

This is the opposite of bandwagon jumping and another result of poor planning. Instead of methodically implementing a solid strategic plan, you find yourself so overwhelmed by choices or data or details that you do nothing — and it shows up right on your bottom line.



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You Can Never Have Too Much Klout

No, that's not a typo. "Klout" is actually klout.com, a free online service that measures a person's (or a company's) influence across all of their social networks. As of this writing, more than 100 million people use Klout to measure, better understand and leverage their impact.

According to klout.com, content is key. Simply looking at a person's retweets and "likes" is only part of the influence story. Influence is also measured by comparing the amount of content created to the

amount of audience engagement that content generates.

In fact, klout.com itself says, "The best strategy for obtaining a high Klout Score is

to simply create great content." Then all you have to do is get your network actively engaged with that content.

Size matters, but so does quality

Klout certainly isn't the only service of this kind — there are many others, including Traackr.com and PeerIndex.com, to name just two. But Klout seems to have gained the most traction, at least for now.

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From the Editor's Desk



Welcome to our "On Your Radar" issue. It's a quick peek at some up-and-coming marketing tools and techniques that we think warrant a closer look.

Our lead story (with a grateful nod to Stephen Covey) is a topic that also warrants a bit of introspection. We're all guilty of bad marketing habits — even pros who should know better have fallen victim to the occasional "red ball" distraction of a cool new tool or toy.

Let's face it, marketing will never lack for a latest-and-greatest bandwagon. But having a plan — with some flexibility built in, of course — can at least keep you from straying too far off course.

Market on,

Lisa Fahoury, Editor

Master of Your (Top-Level) Domain

Just when you thought all the good domains were long gone, there's a new option afoot — for the deep-pocketed, that is.

The Internet Corporation for Assigned Names and Numbers (ICANN) has started accepting applications for a completely new type of suffix called "generic top level domains" or gTLDs.

When gTLDs are implemented (roughly mid-2013), you'll start seeing a wide variety of new suffixes — brand-specific domains (like .Coke or .Pepsi), geography-based suffixes (.SanFrancisco) and even generic domains like .banana or .marketing.

Under this program, the applicants themselves will be able to define new gTLDs. Each new suffix will be costly (a \$185,000 application fee for starters, plus annual fees).

It looks like there will be four new categories: generic terms, brands, geographical regions & cities, and "communities" such as industry groups and areas of interest.

The gTLD idea was initially proposed a few years ago and the new domain names remain controversial. However, many companies see this as a major marketing opportunity and it seems likely that large companies may gain the greatest benefit from the new approach. Just imagine the impact of a URL like drink.pepsi.com or drive.BMW.com, for example.

For smaller companies, gTLDs are the marketing equivalent of running a SuperBowl commercial — cool for 30 seconds, but tough to justify the lack of ROI. It'll be interesting to see if prices come down once gTLDs become more established.



Where Great Marketing Ideas Grow
is published quarterly by:

FAHOURY INK

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Watch Your Back, PowerPoint Meet Prezi, The New Kid in Presentation Town

Imagine having a 360° canvas on which to share your ideas to a group. That's the beauty behind Prezi.com, an interesting kind-of-new presentation tool that's become the darling of TED presenters.

Prezi gives presenters the ability to pan around their "canvas," zoom in on a particular idea, then pull back for a big picture view, forcing them to become much more visual in nature to take full advantage of the tool.

Great for small groups, larger sessions or even webinars, Prezis can be run offline or online. Your Prezi can also include embedded video and live web links.

A basic version of the cloud-based software is free, but your canvas will be branded with the Prezi logo and your content is public on the Prezi site. More feature-rich unbranded versions start at \$59 annually.

A Prezi presentation will definitely catch the attention of jaded "death by PowerPoint" audiences. Let's see if it gains any traction. Check it out at prezi.com.

7 Marketing Habits (from p. 1)

4. Not measuring results — or not knowing what to do with the data.

Many organizations understand the importance of measuring their progress. The question is, then what? Rarely are results crystal clear. It's vital to know up front how you'll measure the success of your efforts. Then, take a big step back on a regular basis to evaluate outcomes and course-correct if necessary.

5. Not honing your craft.

Marketing moves at lightning speed, so we recommend "indulging" in some continuing marketing education. Whether it's rubbing elbows with experts at a seminar, attending an association meeting or scanning the latest marketing blogs, books and journals, staying up-to-date isn't optional.

Don't have time to read? Try [readitfor.me](#), a new subscription service that recaps key ideas from the latest business books in

short videos that are both entertaining and valuable time-savers. Grab your free trial before it disappears at [readitfor.me](#).

6. Being inflexible.

Let's say you've implemented a well-thought-out marketing plan. The worst thing you can do at that point is say, "Okay, great! Thank goodness that's over."

Being systematic and staying on your chosen course is essential. At the same time, you have to allow for environmental opportunities that pop up unexpectedly (maybe a competitor going under or the chance for a new strategic alliance) as well as results-based changes and adjustments to your overall plan.

7. Market myopia.

Think a particular marketing or sales challenge is unique to your industry? Think again. Solutions can often be found by looking outside your own backyard. How

do you find out about new ideas and inventive options? By getting out and about and talking to people. See #5 at left.

If your company is taking a scattershot approach to marketing and not seeing results, try implementing a truly systematic marketing program and see just how powerful a habit it can be.

**Nearly 75%
of companies
incorporate social
messaging of
some kind into
their campaigns,
up from 64%
in 2010.**

*Source: Chief Marketer 2011
Social Marketing Survey*



NFC: The New QR Codes?

Just when you thought you were up to date on pretty much every mobile marketing technique (as well as their associated acronyms), think again.

NFC (near field communications, not the National Football Conference) allows smartphones to share data or collect information from a special tag at very close range. An evolution of radio-frequency identification (RFID) technology, NFC is — no surprise — already big overseas, where locals use NFC-enabled phones to buy train tickets or pay for retail goods and services.

In some ways, NFC is like inserting a contactless payment card in your phone. In other ways it's like Bluetooth — but easier. Two enabled phones can simply touch to establish a connection.

Why is this big news? In a word, Google. They're installing NFC in the newest Android devices and open sourcing the software as

part of their "digital wallet" strategy. The latest BlackBerry models are also NFC-enabled, and rumor has it the iPhone 5 will be, too.

Just like QR codes, NFC has countless potential marketing applications. Your customers can simply tap an NFC-enabled item — like a retail window display or a sticker on a direct mail piece — to receive more information or perform an action like visiting your website, opting in to mobile offers, even "liking" your brand on Facebook or following you on Twitter.

In our view, the jury's still far out on this one. Because NFC requires a physical "chip," it cuts down on the flexibility enjoyed with QR codes, which can be created, tested and deployed within minutes. However, given the pace of high-tech change — and the backing of Google — don't be surprised if NFC is the new buzz term sooner rather than later.



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Inside: 7 Marketing Habits to Break



Local Mailings Made Easy

For marketers looking to reach every household within a particular neighbor-

hood, ZIP code or radius around your business, the USPS has a new turnkey mailing service especially for you: Every Door Direct Mail.

We know what you're thinking: Isn't direct mail dead? Absolutely not. In fact, with mail volumes down, your mailpiece stands out more than ever. You're reading this newsletter, aren't you? Direct mail is also more effective than ever when you integrate a trackable online component like a QR code or personalized URL to drive prospects to a customized landing page.

Smaller mailings (under 5,000 standard mail pieces weighing under 3.3 oz.) require

no mailing permit — and no mailing list rental. Simply enter your target area(s) online, print out the appropriate documentation, and bring it along with your mail pieces to the local Post Office.

Need to reach addresses in other cities or states? You can ship your mail pieces to the PO in that area. Just include your delivery instructions, documentation, and payment.

Every Door Direct Mail is a convenient way to saturate new neighborhoods, test offers, or target a particular demographic. We can definitely see its appeal for restaurants, retailers, even political candidates. Oh well, there's always a down side.

For details and samples of mailing pieces, visit USPS.com/everydoordirectmail to request an information kit.

Klout (from p. 1)

Most online reviewers say Klout effectively evaluates the size and quality of a person's network, the content created, and how others interact with that content. However, the same reviewers have questioned some Klout analytics. Others note that the service can be gamed to a degree — they even tell you how to do it.

Klout scores are created using data from Twitter, Facebook, LinkedIn, Foursquare, YouTube and Google+, as well as other social media sites.

The influence-measurement landscape continues to shift with every passing month. As with everything about the social web, it's vital to stay current with this rapidly evolving aspect of new media — or at least know the score.

