

From: Richard Gee [richard@geewiz.co.nz]
Sent: Saturday, 5 December 2009 10:48 p.m.
To: knowledge@salesmarketing.org.nz
Subject: Geewiz news December full of ideas for 2010.

Dec 5th

GEEWIZ news December 2009

What a year has passed! So much has happened this year to all our business lives and yet we have survived and grown in experience and skills. Congratulations to everyone.

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Xmas rewards : about this time we rush around to recognise our important clients and customers sometimes with gifts, sometimes with lunches and drinks. The benefits of our sales analysis tools show up by identifying those customers who have grown, contributed or just kept there share of spend with us.

This is a time to check the data you have to see if it really helps you select those customers who have grown or does it have weaknesses in trend information.

Make sure the gift giving is face to face and not just couriered this is a time to meet with your clients and show your self and look forward to 2010.

If the celebration involves drinks make sure you don't drink and drive and don't forget those staff members either, you need their sales skills.

Promo companies can still get your logo printed onto products and a great Geewiz supporter is PSI [Printing Specialty Industries] who are promo printers on anything www.psinz.com contact Tracey 021625100.

Sales reviews : after the rush of December is over then January is a good time to sit one on one with your reps and go over their territory customers to identify growth, decline and stay same.

Look for knowledge of the customer by your rep, look for trends, and potential to grow business. Then create a 90 day action plan for the next 12 weeks per customer to input the strategies. Then identify new customers to prospect and target for the year and enter that into your 12 week action plan.

Then review the call cycle frequency on all customers to make sure the customers with growth potential get the calls, and the customers with profit potential get the calls.

Social media networks are important

One of the best articles on how to is by Ross Kimbarovsky , for its practical advice with acknowledgment I provide some great tips.

Ross Kimbarovsky is the co-founder of crowdSPRING, a community of 43,000+ graphic designers that helps small businesses from around the world with graphic design needs. You can follow Ross on Twitter @rosskimbarovsky and @crowdSPRING.

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Facebook

Facebook() offers exceptional, low cost marketing opportunities for small business. Facebook now has over 300 million users, and while that seems like an outrageous number for small businesses to be targeting, Facebook offers a very powerful platform on which to build a presence. If you're not already active on Facebook; you should get started right away.

Basic Strategy: If you haven't signed up for Facebook yet, you absolutely should as soon as possible. Once you've signed up, you should also consider securing your company's username. Be aware, however, that if you reserve your company name for your personal account, you won't be able to use it for your Business Fan Page (more on those in the Advanced Strategy), so you may want to create a Page before registering your company's name. Fan Pages have special rules regarding usernames, which you can read [here](#).

You should do one other thing: search for your competitors and evaluate their Facebook presence. What types of Pages have they built? How many fans or "friends" do they have? Spend 15 minutes (per competitor) looking at their posts, photos and/or videos to understand how they're using Facebook.

Advanced Strategy: You may already have a personal Facebook account, but how do you extend that presence for your business? You have several options. You can register a Business Account – which is designed for a very simple presence on Facebook. There are many limitations on such accounts (read the [FAQ](#) [here](#)), however, so you'll most likely prefer to have a Business Fan Page.

A Business Fan Page lets you create a page where customers or fans of your business can register as a "fan" — expanding the presence of your business (because your updates will also flow to their pages). You might also want to consider running hyper-local ads on Facebook.

Twitter

Twitter() has grown tremendously over the past year. For some small businesses, it offers an incredible marketing platform. BusinessWeek's recent profile of 20 ways businesses use Twitter might give you some ideas about how you can leverage Twitter for your business.

Basic Strategy: If you haven't signed up on Twitter yet, you should sign up today and reserve an account in the name of your business. While you might ultimately tweet in your own name, you'll want to have the option to tweet from a business account. More importantly, you don't want your competitors to register your business name. Twitter has put together a simple guide to help you understand what Twitter can do for business. You can also check out Mashable's() [Twitter Guide](#).
• Next, you should spend 15-30 minutes on Twitter's homepage, doing basic searches to become familiar with the type of content available on the service.

For example, if you are operating a small gift basket business, do some searches for various terms and phrases such as "gift basket," "gifts," "gift basket business," etc. You should also search for the names of your competitors to see whether they're on Twitter and if they are, how they're using it. And don't forget to search for your small business name – your customers may already be talking about you! Once you become comfortable with the content that's already available and how your competitors are using Twitter, you can begin thinking about a strategy for how you'll leverage Twitter for your business.

Advanced Strategy: To truly leverage Twitter, you'll want to learn and use a few more advanced tools. This includes desktop and mobile Twitter clients like TweetDeck(), Seesmic(), and Tweetie(). Desktop clients give you more flexibility and more control over your Twitter strategy than you'll have on the Twitter website. Among other things, you'll be able to pre-define searches (so that you can monitor certain keywords, including your business name) and group people you follow so that you can minimize the noise and focus on the real content.

You might also consider using a web tool like Twitterfall, which will allow you to define (and color-code) various custom searches that you can review from time to time, and also to follow trending topics. For example, I use Twitterfall to identify helpful graphic design and industrial design resources to share with the crowdSPRING community

Company Blog

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Although there's more attention focused today on social networks than on company blogs, blogs continue to offer great value for small businesses.

Basic Strategy: At a minimum, you should consider reserving a domain name for your blog – if you don't already have a custom domain for your business. If you're comfortable enough to set up your own blog, that's generally the best way to proceed – although this requires a bit more technical knowledge (many hosting providers offer a 1 step easy setup for blogs that will automatically install WordPress () for you).

You can also setup a blog directly at WordPress.com (it's easier to do, but you don't have full control over everything that you would on your own site).

One easy alternative is to set up a simple blog at Posterous() – a place to post stories, photos, videos, MP3s, and files. There are pluses and minuses to all of these options – you should take some time to compare them and do what makes sense for your business. I caution you only about spreading yourself too thin.

• **Advanced Strategy:** Now that you've decided to start or improve your small business blog, how do you build an audience for it? It all starts with great content. Decide on a focus for your blog, and write awesome content that people will enjoy.

For example, some months ago at my company, we decided that we wanted to write more about small business issues, so we've been writing original posts focusing on issues affecting small businesses. Think about your expertise and more importantly, think about the things that you're interested in writing about. A blog requires a long term investment of time (and resources), and you don't want to be stuck writing about things that bore you.

You'll also want to consider how you can make it easier for your readers to help promote your content. For example, install helpful plug-ins, such as a TweetMeme() button, which makes it easy for people to retweet your posts on Twitter. Don't be afraid to experiment with plugins to add to the functionality of your blog, but keep it simple. You want to keep the blog focused, and easy for your readers to use.

LinkedIn

LinkedIn() is a business oriented social network for professionals, and it's huge, with nearly 50 million users from over 200 countries.

Basic Strategy: Once again, you'll want to at least reserve your business name (or your personal name) so that others can't use it. Similar to the way you might start exploring Facebook and Twitter, you should look around on LinkedIn to see how your competitors are using the service. You might also look up your customers and connect with them.

Advanced Strategy: LinkedIn has some powerful features that most people don't use. For example, you can encourage your customers, clients or vendors to give you a "recommendation" on your profile. Recommendations are useful because they'll make you and your business more credible with new customers.

If you're a roofer, for example, ask your customers to recommend you after a successful job. You'll find such recommendations useful – particularly since your LinkedIn profile will come up high in search engine results. I recommend that you read Chris Brogan's post from last year discussing the elements of a good LinkedIn recommendation.

Another strategy involves the many subject matter groups on LinkedIn. Find some groups that have a connection to your small business and become involved in the conversations. Answer questions when you can, and help to establish yourself as knowledgeable about specific topics related to your business. There are many small business and general marketing groups that will be very useful

resources for you, and if there isn't a group that interests you, consider starting one.

Multimedia

Multimedia (video, photos, audio) is a bit more complicated for many small businesses to execute, but can provide excellent social media marketing opportunities.

Basic Strategy: YouTube() has been constantly evolving and adding features that make it an attractive social site for small businesses. Although you don't have to produce videos to participate on YouTube, you should consider whether simple videos can help your marketing efforts.

For example, if you're already posting videos to your blog, you can upload them to YouTube to reach a broader audience, and embed the video content in your blog posts. YouTube has also been adding more comprehensive activity updates for its users and has made pretty powerful analytics tools available so that you can evaluate the effectiveness of your video content.

Similarly, you could start a Flickr() account for your business and post photos of your customers or your products (or both). Flickr offers a place where people can share photos with others, but also has discussion groups, many focused on local markets, that offer additional opportunities for you to market your business.

You can also consider setting up your own Internet radio talk show using BlogTalkRadio, which is another way to use multimedia to speak directly to your customers. Get creative with it — own a restaurant? Start a call-in show for people to ask cooking questions. Are you a piano teacher? Perhaps you could start a show to talk about classical music.

Advanced Strategy: Advanced strategies using multimedia are complicated and typically benefit from using experienced consultants. One effective way to leverage video, for example, is to create content that has the potential to become viral. While I don't believe you can set out to make a viral video (an incredible amount of luck is typically involved), there are a number of things you can typically do to build awareness about your small business using viral video (these strategies are beyond the scope of this post). Once you've created good content, you'll want to distribute it using as many social networks as you can.

When you consider how you can leverage social networks, think about whether each network provides an audience or a technology solution (or both).

For example, YouTube provides both a huge audience and a solution for uploading video files. Flickr can also provide both an audience and a technology solution, but not for every business. While your customers might not be on Flickr, you can still use Flickr as a place to store and tag your photos, and then distribute those photos to other social networks where you prefer to invest more time and effort.

Leverage Combinations of Social Media Tools

One of the best ways for small businesses to leverage social media marketing is to use various social networks in combination with each other.

Basic Strategy: At a minimum, you should do several things today to cross-market across the various social networks you're most likely already using.

Here are three suggestions:

First, connect your Twitter account to Facebook so that your tweets will appear in your public updates on Facebook. This will let you leverage your time on Twitter to also update your Facebook fans.

Second, connect your LinkedIn profile to your WordPress blog. LinkedIn allows you to publish, in your profile, synopses of the most recent blog posts on your blog. This application will automatically update your LinkedIn profile with your most recent blog posts.

Third, integrate Twitter tools into your blog. I like and use the TweetMeme retweet button on my blogs to make it easier for users to tweet about the blog posts. I also use the ShareThis tool to

enable readers to quickly share content on multiple social networks.

Advanced Strategy: Advanced strategies require careful planning/execution and appropriate tools. In nearly all cases, your goal is to maximize the value of your content. For example, if you're posting videos on YouTube or Vimeo(), you can blog about those videos on your company's blog. Then, you can tweet about the blog posts on Twitter (which I assume is integrated with your Facebook account). This way, you've taken one piece of content and found a way to leverage it across multiple social networks.

- You'll also want to consider ways that you can optimize the distribution to multiple social networks at the same time. Leverage tools to help you do this. For example, Ping.fm() lets you update multiple social networks all in one go.

Keep in mind that not all social networks will make sense for every business. Learn which networks are best for your business and find ways to leverage combinations of those networks to make your marketing more effective.

Social media marketing can be a phenomenal marketing channel for small businesses. I hope that the strategies I've outlined above provide a starting point for you to explore how you can leverage social media marketing for your small business.

Geewiz reader offers

Quest Auckland serviced Apartment hotel, 363 Queen st Auckland, owner Greg Cohan
Offers studio apartments \$123.00, includes lite breakfast and car park for 2
1 bedroom \$147.00 includes lite breakfast and car park for 2 , third person \$20.00

Valid 15 December to 15 January, subject to availability to book questauck@xtra.co.nz or phone 0800944401 a great place to stay, café, bar, on Myers park, handy to motorways.

230 Marua Leather lounge suites : \$500 off for geewiz readers when you mention Geewiz at purchase, contact naresh@230marua.co.nz, 230 Marua Rd Ellerslie Auckland

Recommendations/referrals from Richard

Web sites : great hosting and easy to use updates for each page contact Stephen Fletcher | Webiz [stephen@webiz.co.nz]

IT support : great technical support engineers contact Andrew Hunt
Andrew.Hunt@kinetics.co.nz

Art gallery : great ideas for gifts and thank you gifts, Leah Poto
SHOP: [0064] 9 9785356 STUDIO: [0064] 9 2640557
MB: [0064] 21 556497 EMAIL: leahpoto@aney4art.co.nz
WEB: www.aney4art.co.nz

Market research : great website for NZ info ; <http://www.attitudenz.co.nz>.

Fabulous site for email loyalty marketing : www.setandforget.co.nz allows you to do great things with email reminders that go out on set dates and with your content, just set and forget, very clever concept. Contact Ryan at [Ryan@permissionmarketing.co.nz]

Want articles to upskill yourself and get sales marketing stuff to help your business
then check out my new website :www.salesmarketingknowhow.com and coming up from January 2010 weekly free webinars on Thursdays at 7pm focussed for 19 minutes on sales and marketing topics.... Watch this space for this website.

FREE copies of NZ sales manager, just visit the website and get your copy of a great magazine on Sales management sent free every two weeks by email, sometimes with articles by myself too.

NZ Sales Manager is out now! Read articles about sales forecasting, and even coffee breaks negotiating.... visit www.nzsalesmanager.co.nz
previous issues are good background resources, and if you have difficulty contact the editor and he will assist.
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Seminars for 2010

around NZ will go onto the website www.geewiz.co.nz this coming week so you can book on line or let us know planned staff skill developments

Malaysia your next series is 25 Feb and thereafter 3 monthly, and India we start again in March in Cochin / April in Mumbai,. And thereafter 4 monthly . Australia dates will be sorted later this month. Some special events in Singapore and Fiji dates to be sorted.

New Zealand 2010 seminars :

Auckland seminars : venue Kingsgate Hotel 102 Gladstone Rd Parnell

20 Jan Sales basics
21 Jan Creating a strategic marketing business plan in 1 day
27 Jan Identity theft
16 Feb Sales basics
17 Feb Advanced serious Selling
16 March Outstandingly successful sales management
17 March Leadership of teams and companies
18 March Prospecting for profitable new sales
23 March Sales basics
24 March Territory planning
20 April Sales basics
21 April Advanced serious selling
11 May Customer service basics
12 May Creating a strategic marketing business plan in one day
18 May Sales basics
19 May Outstandingly successful Sales management
22 June Sales basics
23 June Outstandingly successful sales management
20 July Sales basics
21 July Advanced serious selling
17 Aug Territory planning
18 Aug Advanced serious selling
24 Aug Sales basics
25 Aug Leadership of teams and companies
21 Sept Sales basics
22 Sept Customer service basics
13 Oct Advanced serious selling
19 Oct Sales basics
20 Oct Outstandingly successful sales management
23 Nov Sales basics
24 Nov Creating a strategic marketing business plan in 1 day
7 Dec Sales basics

Hamilton Venue 19 on London, London st. Hamilton

10 March Sales basics
9 June Sales basics
11 August Prospecting for new business
12 October Prospecting for new business

Wellington Quest on Willis, Willis st Wellington

10 Feb Advanced serious selling
14 sept Sales basics
8 Dec Sales basics

Christchurch Quest Christchurch, cathedral square, Christchurch

28 Jan Identity theft
9 Feb Sales basics
13 April Customer service basics
14 April Advanced serious selling
15 June Sales basics
16 June Leadership of teams and companies

13 July Prospecting for new business
14 July Advanced serious selling
15 Sept. Leadership of teams and companies
16 Nov Territory planning
17 Nov Sales basics

Final 2009 Comments from Richard:

Great thanks to everyone who supported my seminars during the past year, we had smaller numbers but we helped so many change their thinking!

To those who allowed in company seminars great to work with your teams, we did so many in company personalised programs for some great teams, and most of all those clients who let me be their mentor, coach, consultant, to handle the problems and develop with you, your business success strategies.

The strategies this year always had a cash-flow angle to them but the marketing and sales growth achieved motivated me intensely.

This year has been one of the most seriously challenging for myself and my clients and GEEWIZ friends but we have all survived 2009 and the new year looks even better for sales and marketing developments, lets focus on the "Green lights" and all do something "Better than yesterday!"

I'd like to wish you all a very Merry Christmas and a Happy New Year for 2010 and thank you for your wonderful support.

**Kind regards and have a great Christmas and New year what ever you may doing
Richard P Gee**

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