

From: Richard Gee [richard@geewiz.co.nz]
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To: knowledge@salesmarketing.org.nz
Subject: Geewiz news August, Sales and Marketing updates to help your business today

25 August

Hi ,

Geewiz news August

In this issue:

Social network marketing is now the norm
Decisionmaking is back
Colour and it s effects on decisions
NZ sales manager free copy
Speaking offer for Business
Richards recommendations
Seminars
In house seminars
House offer
support the arts



Social Marketing is now the norm for advertising spend: this exciting review is from Marketing Power a website of world marketing developments.

Earlier this year, we reported that 63 percent of companies planned to increase their spending on social media in 2009. Thus, it's not too surprising that a recent study from the Association of National Advertisers reveal that 66 percent of marketers have now used social media in some capacity in 2009.

Also not surprising, the top platforms being utilized: Facebook() (74%), YouTube() (65%), Twitter() (63%), LinkedIn() (60%). Combined, this usage represents significant growth from 2007, when the same survey indicated that just 20 percent of marketers were using social media.

Although social media marketing is clearly on the rise, it remains a relatively small part of most marketing budgets. ANA reports that the bulk of spending will still go to maintaining a company website, search marketing, and online display ads.

That said, social media (including blogs) remains the quickest growing marketing segment, and as we recently reported, it's expected to grow to a \$3.1 billion industry by 2014. In all, it looks like social media marketing still has a healthy amount of growth in front of it.

So how do you measure it for your business?

With that in mind, here are a few ways to consider measuring social media ROI for your business:

Qualitative

First, determine what you want to measure, whether it's corporate reputation, conversations or customer relationships. These objectives require a more qualitative measurement approach, so let's start by asking some questions. For example, if the objective is measure ROI for conversations, we start by benchmarking ourselves with questions like:

- Are we currently part of conversations about our product/industry?

- How are we currently talked about versus our competitors?

Then to measure success, we ask whether we were able to:

- Build better relationships with our key audiences?
- Participate in conversations where we hadn't previously had a voice?
- Move from a running monologue to a meaningful dialogue with customers?

There are companies that offer services to assist with this kind of measurement, which requires a great deal of human analysis on top of the automated results to appropriately assess the tonality and brand positioning across various social media platforms.

Quantitative

If the goal is to measure traffic, sales or SEO ranking, we can take a more quantitative approach. There are some free tools that can help with this type of measurement, including:

AideRSS allows you to enter a feed URL and returns statistics about its posts, including which are the most popular based on how many times they are shared on a variety of social networking sites (Google(), Digg(), Del.icio.us).

Google Analytics() and Feedburner are essential, free tools to help analyze your company's blog traffic, subscriber count, keyword optimization and additional trends.

Xinu is a handy website where you can type in a URL and receive a load of useful statistics ranging from search engine optimization (SEO) to social bookmarking and more.

In addition, you might look at how many people join your social network (or become your connection) in a given period of time, how much activity there is in your forum or what the click-through rate is to your product pages from any of these platforms that result in direct sales.

Conclusion from the experts

The key takeaway, regardless of how your company chooses to measure engagement, is that you have a success metric in mind before you begin. Without some sort of benchmark, it's impossible to determine your ROI.

there are good articles on this website www.ama.org.

NZ Marketing has been purchased by new owners and there are some interesting changes including:

- Is now the official magazine of the NZ Marketing Association
- Will be bigger in size, and has a fresh new design
- Has an increased circulation for the re-launch issue of over 8,000 – the largest distribution the magazine has every enjoyed.
- Distribution breakdown: 4,000 Marketing Association members, around 700 key advertising, media and design agency professionals, as well as the 3,328 existing subscribers.
- Initially will be published on a bi-monthly frequency, launch issue 31 August
- Will develop a new online news service and website – StopPress.co.nz
- Will have "an injection of voom: more journalistic edge, tougher stances on issues and the performance of brands and people, more facts and figures about the business; and hopefully a bit of humour. The industry's full of characters – Marketing Magazine will expose more of the good, the bad and the ugly" (says editor: Vincent Heeringa).

If your aim is to reach New Zealand's marketing, advertising, media and PR professionals, as well as entrepreneurs, business executives and creative talent then the re-launched Marketing Magazine, together with sister publication Idealog, and their associated websites, directories and newsletters can offer you a tailored solution.

Decisionmaking is back:

yes the recession is over and businesses are back making decisions. Make sure you get focused on "Selling is helping people make informed buying decisions". ask questions to understand the decision the client should be making and then build your information to help get the decision made. If you understand the decision your client will make and whom in their

management tree makes them then you have a plan, you have a goal, you have a objective, you can win the business. make sure you focus on the decision to be made and enjoy the increased sales. The closing comment " What else would you need to know to make a decision today" works.

Colour does have an effect, says leading colour designer from WOW a agency for brand development I can recommend.

consider

In Japan and Scotland the installation of blue lights by railway companies reduced suicide attempts and crime. Many companies in Scandinavia have installed ultra violet lights to counter the tendency towards depression in the winter months. And it is reported that weight lifters perform better in blue rooms.

The psychology of colour is a fascinating area, probably the most comprehensive work was by Max Luscher, a Swiss psychologist, who claimed he could profile a person's psychology by their colour preferences. If you want to play with the test, try here...

Interestingly, his colour associations are in line with our research into this field. Dark green for example he assigns to self-respect, inner control and will power; whereas orange-red he assigns, no surprises, to vitality, activity and desire.

Max Luscher was adamant that the colours used in testing needed to be very precise. We have found just this in our work. When we put together the packaging for LifeStream, our research revealed that subtle changes in the purple would change the way consumers' responded to the packaging. A small tonal change lead to a dramatic increase in sales.

At W.O.W colour is not just a design element, but an important contributor to the consumer response we are trying to drive in those moments leading up to purchase.

How many times when you're in a rush do you try and identify your preferred product by its colour?

What colours do you use in your branding and what brand guidelines do you strictly control when you do a brand audit and see how many different ways your colours change across your packaging, printing, web and more.

If variances in colour change thinking for decisions, then get tougher on what colour is juts close enough, it may lose a sale!

Richards Recommendations:

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.

Issue # 25 of NZ Sales Manager is out now! Read articles about sales forecasting, and even coffee breaks negotiating.... visit www.nesalesmanager.co.nz previous issues are good background resources, and if you have difficulty contact the editor and he will assist.

Richard Liew

Editor

NZ Sales Manager e-Magazine

email: richardl@nzsalesmanager.co.nz

phone: +64 9 523 4112

Interested in becoming a member of the World wide sales community then check out www.thesalescommunity.com

Take up the challenge of www.salesmarketingknowhow.com for more info sharing.

Web hosting is easy with www.webiz.co.nz Stephen does a great job for me and has a wide range of services and is fast.

Entrepreneur workshops by Aaron Parsons who runs www.thebusinesscommandos.com from Australia, is running currently free 2 hour workshops around Australia and is coming to NZ in Sept, visit his seminar site www.cashflowcommando.com and use GEEWIZ to get free tickets to go.

For those who enjoy Christopher Howard "Breakthrough to success" programs he is back

in Auckland Sept 3-6 visit www.universalevents.com.

Speaking Offer :

a number of businesses have taken up my offer for a team vision /overcome the negative session to help turn their business around, and at no charge it is my way to help your business survive, but the offer finishes at the end of September so get in quick. The session completed have been fun and rewarding for us all.

Looking for property to buy in Auckland New Zealand,

then check out my parents 1600 sq metre section [zoned for 3 more houses on the land] with 50 year old solid timber house, 3 bedrooms, and large kitchen, lounge and much more, and yes I was brought up in this house as a family home, then visit www.kellands.co.nz and look for 4 Welsh street, Mt Roskill, contact Margaret Simpson 0274968602 or email margaret@kellands.co.nz it goes to auction Wed 2nd sept but there are open homes every weekend 3- 3.30pm.

Support the artists on Sept 24 at Estuary Arts centre Orewa Charity Art auction 7-9pm,

a chance to buy art from great artists and support education for children to learn art, and have a lot of fun, with me as MC and Charity auctioneer. to book tickets only \$25 phone 09 426 5570, or visit 214 Hibiscus Highway or email admin@estuaryarts.org.

Seminars : Yes educate your team, upskill with training either personalised to your needs at your business with content designed to overcome your problems or issues or attend public seminars.

coming up: To book visit www.geewiz.co.nz /seminars or phone 0800GEEWIZ or fax 09 4243283

- Auckland: Advanced Serious selling Aug 27**
- Christchurch: Advanced serious selling Sept 8**
- Auckland: Sales basics Sept 15**
- Auckland: Exceeding Customer Expectations Sept 22**
- Auckland: Advanced serious selling Sept 24**
- Christchurch: Sales basics Oct 13**
- Auckland: Leadership with results Oct 15**
- Wellington: Sales basics Oct20**
- Auckland: Territory Management skills Oct 21**
- Auckland: Sales basics Oct 28**

Go enjoy your day and help make some decisions.
Regards



Richard P Gee



Geewiz - Richard P Gee Consultants

PO Box 911015, Auckland
New Zealand
Ph: (+64) 09 4243 282 Fax: (+64) 09 4243 283
Text Richard: (+64) 0274720410
E-mail: richard@geewiz.co.nz

MY P.A. email : judith@geewiz.co.nz

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