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Report On Industry



Focus on *Marketing Your Business*

October 2009

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Marketing Guidelines to Survive the Economic Downturn

Subtitle

Marketing and advertising budgets are often the first to be cut when the verdict is 'reduce overhead'. There are a number of areas to investigate in your marketing mix to help ride out the storm. The Canadian Marketing Association examines ten tactical ways to save your firm money including having a well thought-out and documented marketing plan, eliminating duplicate records, focusing on the complete customer experience and optimizing your assets.

www.the-cma.org/?WCE=C=47|K=229023

Assessing Performance in Professional Services

Subtitle

To understand clients, a professional services firm needs to know how both the work and the relationship are going. But be sure to use the right tool for the job and techniques suitable for professional services. Charles H. Green, founder and CEO of Trusted Advisor Associates, details some of the things you need to know about client satisfaction surveys. He notes there is no substitute for ongoing, direct interaction with the client.

trustedadvisor.com/cgreen.articles/12/Client-Satisfaction-Surveys-Yea-or-Nay

Maximize Online Metrics to Improve Marketing

Subtitle

Web analytics, the art and science of measuring users' activity on your website, can do much more for your firm than simple traffic counts. These tools can be used to measure the effectiveness of your marketing messages, track new visitors and build user profiles. An article from the Financial Post shows how you can use Web analytics to improve the quality of all your marketing, online or off.

www2.canada.com/windsorstar/news/business/story.html?id=80d57425-0b4c-4c5b-9e17-73661c2703b8

Five Tips for Effective Use of Social Media

Subtitle

Integrating social media into your marketing strategy helps you keep in touch with current and potential customers as well as with suppliers, colleagues and other stakeholders. The Business Development Bank of Canada offers a brief overview of social media, including the individual benefits of these sites, and lists five handy tips for effective use.

www.bdc.ca/en/my_project/Projects/articles/social_media.htm?cookie_test=2

Basic Sustainable Marketing Principles

Subtitle

Sustainable Insight, a quarterly publication of KPMG, explores the important area of sustainable marketing. The January 2009 issue looks at how companies can highlight their products and services to customers, while adhering to responsible principles of marketing.

www.kpmg.com/Global/IssuesAndInsights/ArticlesAndPublications/Pages/Sustainable-Insight-Jan-2009.aspx

Effective E-mail Marketing Programs

Subtitle

A definitive how-to guide for e-mail marketing was re-issued in 2007 by the *Canadian Marketing Association's Digital Marketing Council*. You'll find a critical path document for your e-mail marketing program that is invaluable plus many useful resource links.

www.the-cma.org/?WCE=C=47|K=226953

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