

This MONTH in Marketing

A monthly bulletin from Marketing Assistance Ltd

August 2010

Thought of the month	Officially the economy will be going through a “choppy” period for the next twelve months. What can marketing do for you in these difficult times. What it is – and what it can do for you – in just 4 words. HERE
Google Adwords	If you always see your competitors’ adverts rather than your own when searching with Google it could be that they are out-spending you or you are playing a poor hand. Check out how well you understand ‘Your Google Quality Score’ HERE
Market research	In the quiet of summer why not spend a few moments checking out our sample size calculator. You could be overspending by having too large a sample. HERE .
Search engine marketing	You can spend days researching the ‘right’ keywords, keyword phrases and long tail keywords. We give you a methodology to cut short this process. HERE
Quote of the month	“There is no such thing as a commodity. All goods and services can be differentiated and usually are”. Theodore Levitt, The Marketing Imagination, Collier Macmillan 1983. But have you protected your differentiation? Trade marking your brand name/logo/strap line could secure your intellectual property rights and is not costly. CONTACT US
For a quote	For anything to do with marketing contact us on 01621 818555 or there is a contact form on our web site. HERE

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