

This MONTH in Marketing

A monthly bulletin from Marketing Assistance Ltd

March 2011

<p>Marketing thought for the year</p>	<p>Since we started this newsletter it has been dominated by what is happening in digital marketing. This is where all the action has been. This month, however, we have been struck by a new interest amongst our customers. Perhaps it is the mood of the moment, perhaps it is companies beginning to understand where digital marketing fits in the great scheme of things but three times this year we have been asked to consider ways in which small companies can assess market size and market share with the usual caveat: at minimal cost. Our thoughts and methodology HERE.</p>
<p>Google Places</p>	<p>OK, we haven't escaped from digital marketing altogether but this article brings thinking up-to-date rather than breaking new ground. HERE.</p>
<p>Google page rank</p>	<p>Google Page Rank is changing. If you don't know what it is, what it does, and why it is critical in your attempts to get high ranking for your web site in the SERPS, and a high position for your Adwords advert this is where to look. HERE.</p>
<p>Quote of the month</p>	<p>"The three big ideas in surgery are anesthetics, a sepsis and X-rays, and not one of those ideas came from a surgeon". Ted Blake, Recreation Magazine, April 1990.</p>
<p>For a quote</p>	<p>For anything to do with marketing contact us on 01621 818555 or there is a contact form on our web site. HERE</p>

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