

This MONTH in Marketing

A monthly bulletin from Marketing Assistance Ltd

September 2010

Thought of the month	We return to our theme from June about marketing being about getting more from less for the foreseeable future. It's about focus , it's about lean , but it's also about sticking to the knitting and doing what you are good at while getting others to do what they are good at HERE
Google Adwords	Changes in Google's trademark policy threaten to lift the lid on the legality of using third party trademarks in URLs, keywords and Adword Ad text. Whilst we do not pretend to be legal experts we provide a briefing HERE on what we think is the current position.
Market research	Technology makes the process of conducting customer satisfaction surveys that much easier. Try our slightly tongue-in-cheek example to see what can be done and at a very reasonable cost: On line customer satisfaction survey .
Search Engine Marketing	One facility that is often ignored in Google Analytics is 'Advanced Segmentation'. This can be used to analyse traffic from a specific country. Go to Advanced Segmentation and set the Country/Territory condition to <i>match exactly</i> – say –United Kingdom. Very useful if you are only interested in traffic from a single country.
Quote of the month	"Maximise advantage from minimal energy" (Buckminster Fuller 1895-1983). "Produce more by working less" (Economist 2009). "Unless you have unlimited budgets your target market is not everyone" (Go To Market Strategies 2009). Useful thinking in lean times.
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

[marketing consultancy](#) | [market studies](#) | [market research](#) | [branding](#) | [on-line](#) | [sales lead generation](#)

Marketing Assistance Ltd

Inworth Grange, Grange Road, Tiptree, Essex CO5 0QQ

01621 818555 | info@marketing-assistance.co.uk | www.marketing-assistance.co.uk

To remove your name from our mailing list, please [click here](#)