

# This MONTH in Marketing

A monthly bulletin from Marketing Assistance Ltd

August 2010

<b>Thought of the month</b>	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. <a href="#">HERE</a>
<b>Google Adwords</b>	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’ <a href="#">HERE</a>
<b>Market research</b>	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. <a href="#">HERE</a> .
<b>Search engine marketing</b>	You can spend days researching the ‘right’ keywords, keyword phrases and long tail keywords. We give you a methodology to cut short this process. <a href="#">HERE</a>
<b>Quote of the month</b>	“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. <a href="#">CONTACT US</a>
<b>For a quote</b>	For anything to do with marketing contact us on 01621 818555 or there is a contact form on our web site. <a href="#">HERE</a>

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## Marketing Assistance Ltd

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

01621 818555 | [info@marketing-assistance.co.uk](mailto:info@marketing-assistance.co.uk) | [www.marketing-assistance.co.uk](http://www.marketing-assistance.co.uk)

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