

The MONTH in Marketing

A monthly bulletin from Marketing Assistance Ltd

July 2010

<p>Thought of the month</p>	<p>Local marketing is an oft neglected part of Search Engine Marketing and yet many people prefer to buy locally and will actively search out local suppliers. Take advantage of Google Places and make sure your web pages have keywords featuring your local town, county etc. And what about a web page dedicated to your local presence? None of these actions need cost huge amounts of money and, if you have your own web site editor software, nothing at all. HERE</p>
<p>Google Adwords</p>	<p>Views on Adwords and other PPC advertising are usually black and white, ranging between useless and fantastic. We've just updated our checklist on 'Making the most of Google Adwords'. Only six points to consider but they could make all the difference. HERE</p>
<p>Market research</p>	<p>Capturing the Voice of the Customer is a challenge for any business especially if innovation is a key driver for future sales and profits. This briefing paper looks at the processes which could be used to plus this gap. The power to question is the basis of all human progress. HERE</p>
<p>Domain names</p>	<p>If you have struggled to obtain a domain name which registers well with the search engines your time may well have come! July sees the release of the .co suffix which must surely rival .com and .co.uk for credibility. The .co actually stands for Columbia but that doesn't prevent you owning what could be a very valuable promotional tool for your business.</p>
<p>Quote of the month</p>	<p>"It sometimes happens that people or a party struggle to find a voice. They may not lack an audience, they may have energy, eloquence and intelligence; they may have sensible ideas to propose. Yet the ideas refuse stubbornly to cohere around a hard-edged impression of who they are and why they bother. We may vaguely like what we hear, and nod in agreement with individual items in the shopping basket; but something fails to convince. Awaiting reassurance, we file them under Maybe."</p> <p>Matthew Parris writing in the Times about positioning (January 2009)</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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