

# The MONTH in Marketing

A monthly bulletin from Marketing Assistance Ltd

June 2010

<b>Thought of the month</b>	Marketing will be about getting more from less for the foreseeable future. The 'Lean' movement has been cracking on about reducing waste for some time now – are there lessons here for marketers? We've posted a paper on our web site discussing what we could all learn from lean and 6 Sigma. Any feedback welcome. This could be a hot topic for marketers in 2010. <a href="#">HERE</a>
<b>Google Adwords</b>	If you manage your Adwords yourself the Google Insight tool can give you an indicator of trends for your keywords. Cutting through the gobbledegook, it basically gives you an indication of increasing or decreasing interest in your keywords by territory. Look under the Opportunities tab for this.
<b>Market research</b>	If you have ever wondered how many interviews you need for a statistically reliable sample there is a free sample size calculator on our web site. <a href="#">HERE</a>
<b>Search Engine Optimisation</b>	There is plenty of discussion about whether meta tags are still important in increasing your web sites position on the SERPS. We have plenty of evidence that they are but, even if you are dubious, they help the search engines to catalogue your site and present it against a relevant query. Of course, every page is an opportunity to present your site to a different audience with different interests so each page should contain different keywords and a different description. Click for our <a href="#">Top Ten tips</a> which we have just updated.
<b>Quote of the month</b>	"There are four main elements to our business: production, distribution, communication and price. Our job is to do such a fantastic job on the first three that people forget about the fourth". An executive from LVMH quoted in the Economist September 19, 2009.
<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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