

This MONTH in Marketing

A monthly news bulletin for smaller companies from Marketing Assistance Ltd

June 2011

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| <p>Marketing thought of the month</p> | <p>Has Facebook peaked (and does it matter)? For many B2B and SME marketers the jury is out on the return you get for the effort of social marketing and perhaps that sceptism is now being rewarded. Recent statistics from the Inside Facebook blog suggest that Facebook is stuttering in the UK having lost 100,000 friends last month alone. And its not only the UK, the US and Canada also 'defriending' with the US down by a hefty 6 million users. There is always a limit to growth and perhaps social sites are beginning to find this out. Good job that Facebook managed to cash in and go public before this information became public.</p> |
| <p>Google SERPS</p> | <p>If the first thing you look at in the morning is your position in Google's Search Engine Results Pages how can you be sure that what you are seeing is what other people are seeing? HERE</p> |
| <p>Market research, segmentation and Google Analytics</p> | <p>Market segmentation has always been a cornerstone of marketing – possibly even the cornerstone of marketing, but – always more difficult to put into practice than the text books would have us believe. There are tools available through Google Analytics which throw new light on the process. HERE</p> |
| <p>Quote of the month</p> | <p>Ephemera from the net 1: "You Tube is now a bigger search engine than Google". Ephemera from the net 2: "By introducing its +1 feature Google is launching a social site through the backdoor".</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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