

# This MONTH in Marketing

A monthly news bulletin from Marketing Assistance Ltd

May 2011

<p><b>Marketing thought of the month</b></p>	<p>The work involved in marketing your business over the internet can be daunting. To get your web site high in the search engine rankings you may have to master on-page and off-page optimisation, pay-per-click advertising, social sites, blogs and article/press release marketing. And this is across three search engine platforms. You will also need to keep up with the almost constant flow of changes and developments (Panda is a good example). To help you with this we have come up with a fishbone diagram showing you the interrelationships between the various platforms and their individual contribution to optimising your web presence. <a href="#">HERE</a></p>
<p><b>Market research</b></p>	<p>Many marketers have not caught up with the potential for panel surveys to provide information quickly and cheaply. If you thought that market size and share statistics were only available for the big spenders or that you can't get information on buying patterns, channels to market, brand perceptions and readership preferences unless you commit to a big research spend you might be in for a surprise. <a href="#">HERE</a></p>
<p><b>Quote of the month</b></p>	<p>"If you knew what you were doing you'd probably be bored". Catherine B Fresco</p>
<p><b>For a quote</b></p>	<p>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></p>

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