

This MONTH in Marketing

A monthly bulletin from Marketing Assistance Ltd

November 2010

Marketing thought of the month	<p>We've largely ignored social marketing to date not least because most of our business profile is in the B2B sector. As B2B migrates into B2C2B social marketing is becoming more important. What should your response be? Have you sorted out your strategy for how you deal with the social media? Is it worth the time, effort and cost? This article may help. At least one of our clients disagrees strongly! HERE</p>
Monitoring social site activity	<p>Are you being rubbished in the social sites? Even better, are your competitors being rubbished in the social sites and blogs. There are a number of free tools you can use to keep an eye on what's being said on-line. HERE</p>
Prospecting using LinkedIn	<p>Getting through to the person who makes decisions about buying your product or service is getting increasingly difficult. Mailshots end up in the waste basket, phone calls are not taken. Does LinkedIn offer a route to by-pass conventional prospecting techniques? See our paper HERE.</p>
Quote of the month	<p>"Ninety six per cent of customers who have a bad customer care experience won't complain but 90% of dissatisfied customers won't come back. The average person who has a bad service experience tells at least nine others about it. Thirteen per cent of complainants tell more than 20 others about it. People who receive excellent service tell 3 to 4 others. Research Institute of America.</p>
For a quote	<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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