

# This MONTH in Marketing

A monthly bulletin from Marketing Assistance Ltd

October 2010

<p><b>Marketing thought of the month</b></p>	<p>We've had some kind comments about the contents of our newsletter since we introduced it six months ago (not so kind about the layout but you can't win every time) but one comment we've taken to heart is the time it can take to read the articles. In an effort to condense the content to the absolute minimum we are introducing this month our TWO MINUTE BRIEFINGS. The first of these deals with the dreaded elevator pitch. If you've ever been put on-the-spot and asked to make one of those 60 second elevator pitches this is to help you prepare for that heart stopping moment. A good elevator pitch also sums up the key attributes of a good positioning statement. <a href="#">HERE</a></p>
<p><b>Search Engine Marketing</b></p>	<p>Confused by the plethora of Google operators? The second of our Two Minute Briefings should take less than 30 seconds to read. Try our crib sheet <a href="#">HERE</a>.</p>
<p><b>Trade mark disputes</b></p>	<p>Last month we published our take on the use of third party trademarks in domain names, pay-per-click adverts and web site source code. The law is in a state of flux as a result of a case in the European courts between Google and LVMH (which Google won). Since then, Marks &amp; Spencer and Interflora have entered the fray with the latter suing M&amp;S for misuse of keywords in Google advertising. Effectively M&amp;S has been trying to mug Interflora's on-line business. All good stuff, great entertainment for bystanders, but with potentially serious implications as these can be seen as test cases. We think our <a href="#">briefing note</a> still stands but will keep a watching brief on developments.</p>
<p><b>Keyword research</b></p>	<p>Keywords are essential for both getting your web site at the top of the organic rankings and for getting your pay-per-click advert on page 1. Its just two months since we published our article on this subject and already it needs updating. <a href="#">HERE</a></p>
<p><b>Quote of the month</b></p>	<p>"I have made this letter longer than usual, because I had not time to make it shorter" Blaise Pascal, French mathematician, physicist 1623-1657. The Lord's Prayer has less than 70 words, the Ten Commandments 197, The EC Directive on the Import of Caramel Products has 26,911.</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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