

Topic Sample Ideas for Print, Web, or Public Speaking Occasions

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Marketing

Common Marketing Mistakes and How to avoid them

Never before has a discipline become more of a moving target than marketing today. With such fast turnaround when it comes to trends and customer whims, effective marketing has become more and more important. Marketing that is not there or done wrong can mean big implications: miss-directed campaigns wasted marketing dollars, and the loss of business.

So, how can you make sure you are doing things right? This article discusses common pitfalls and how to avoid them. Including why you should not ignore your customers, or hold on to yesterday, or overlook new resources, or run by the seat of your pants, or limit product offerings while raising prices and cutting back on services...

Keeping an Edge over the Competition

More than ever, all business owners and managers need to think carefully about how their market is developing, how to sustain it, what their customers value, how to best serve these markets, and how to reallocate resources more successfully.

This article points out ways to understand where you as a business are in the competitive environment, why your position is important, and how to keep an edge over the competition by focusing on the following questions:

- What's happening in my business now?
- What can we do about it?
- How should we do it?

It also highlights key early-warning signs of a deteriorating competitive position such as: fewer prospects or declining sales, a competitor that launches a highly successful product or service that is different from yours, and/or your competitor is able to offer new services or capabilities that you can not...

The Changing Face of Marketing; Don't be Left Behind

In the olden days (back 30-40 years ago) marketing was really just sales. As companies and markets grew, and those pesky customers became more demanding and harder to reach, marketing started to change and segment.

Today, marketing crosses over the entire business spectrum. It encompasses everything from developing new products or services, to making potential customers aware of it. Then, making them want it and then selling it to them. Then, let's not forget the service and follow up, because marketing is a part of that too. In today's customer driven marketplace, it is more and more difficult to differentiate your company, keep loyal customers, and stay up with new trends. It's up to marketing to make sure that every contact the company has with a customer or potential customer is targeted, cost effective, and productive. This article discusses the forces (technology, customer demands, etc) driving the change and what you can do to keep up...

Customer Service

Customer Loyalty: Developing Strategies to Keep them Coming back

Customer sophistication about where, how and what to buy has led to increased demands for service, value, and personal attention from the companies or ski areas they choose to do business with. How you sell and serve your customers is increasingly important in such a competitive economy. The return on investment has to be there.

This article focuses on strategies and ways companies can get a better handle on who their customers really are and how they can cost effectively get and keep them using data from places such as the company website, phone, mail, etc. Simply, by keeping better track of customers and by building targeted and personalized programs that encourage loyalty, companies can keep those customers coming back...

Marketing Automation

Building Your Email List

No matter what your business, the first step of an email strategy is always the same: You have to build a list. Email is often an overlooked tool for businesses and a missed opportunity. Email can do many things including reminding your customers you exist, drive traffic to your website, increase sales, and build awareness. This article discusses ways to choose how to build your email list and how your plan should be directed by three factors: What YOU want from your customers, what your CUSTOMERS want from you, and what you can AFFORD...

Smart Promotions with the Web

It's a familiar problem-one that is faced by every company: How do you promote that you exist in the most cost effective and productive way? Many traditional sales or marketing promotions that use radio, TV, or direct mail are impersonal. You are hoping to reach a handful of customers by sending to the masses. The problem is that these methods are expensive and most people end up tuning them out. Using interactive technologies such as the web are much more personalized and much more effective. These methods work more along the lines of successful grass roots or word of mouth promotion of days-of-old. This article focuses on describing how to build tools that encourage customers to become your best sales people. Including affiliate programs, tell-a-friend programs, email strategies, linking strategies, and more...

Getting a Handle on Email Overload

Are you being buried alive under an electronic flood? My own sink or swim situation forced me to develop coping strategies that I will share with you in this article. From the non-obvious ones as sending a better email (good and bad subject headings), to ignoring any emails that you have been cc or bcc'd on, to respecting how others prefer to be reached; to the obvious ones like only checking email at certain times of the day and using good spam software. Yes, the recommendations in this article may sound harsh and you may have a million reasons why they could never work in your workplace. I say, hogwash. I and numerous others use these methods everyday and see a semblance of order to my inbox of at least a 100 a day (minus spam). If you want to know how well I cope, just send along an e-mail and ask...

Public Relations

Step into the Spotlight: Working Effectively with the Media

Working with the Media can give you a great marketing advantage. Every successful media relations campaign has a few strategies in common. This article describes the ten steps to help your organization create an effective media relations program. Including Media Center development, distribution services, working with media, and more...