

voice

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Rubber Chickens, Redwoods and Razor Blades: The 7 Steps to Strategy and Marketing that Inspires, Lifts and Gets Results *Tools and Insight presented by Kordell Norton*

According to **Kordell Norton**, author of *Spontaneous Combustion: Discovering the Customer's Problems, Pain and Passion* and *Throwing Gas on the Fire: Creating Drastic Change in Sales & Marketing*, the best business relationships grow from building trust and connecting with your customer.



Norton will discuss how big and small organizations can enhance their marketing communications strategy and improve customer relationships during his presentation at the Lake Communicators luncheon on Wednesday, March 10 at the Lake Metroparks Pine Ridge

Country Club, 30610 Ridge Rd (SR 84), from 11:30 AM to 1:15 PM.

In addition, Norton will hold a book signing immediately following his luncheon presentation.

An international speaker and author of several books, Norton is the President of the National Speakers Association Ohio Chapter. He helps organizations get explosive business growth through his high energy, humorous and entertaining presentations.

Norton, a former senior executive with several multi-billion dollar companies, gets people to talk and capture their genius as a certified Graphic Facilitator and President of Synergy Solutions, a consulting firm. His clients include organizations like IBM, Microsoft, The Social Security Administration and The Ohio State University.

Reservations are required by Friday, March 5 by calling Diana Lewis at 440/255-8932 or sending an e-mail to wolfeshirley@yahoo.com. You may send a substitute, but no shows will be billed. Guests are welcome. Cost is \$15 for members and \$25 for nonmembers. ■

Thank you to our members donating to the Lake Communicators Scholarship Fund



Save-The-Date: **MAY 12, 2010**

Lake Communicators eMarketing Workshop

It's More Than Social Media

Step-by-step hands-on workshop:

Learn about...

- Analytics and Reporting
- eMarketing Strategy
- Social Media Marketing
- Search Marketing
- Web video
- Email Marketing Campaigns



**BREAKFAST AND LUNCH INCLUDED
Reservations only**

Lake Metroparks Pine Ridge Country Club
30601 Ridge Road, Wickliffe, Ohio 44092



Workshop by:
Brad Kleinman

Brad was a Director of Business Development at a high growth web technology company and is currently Chief Marketing Officer at WorkSmart eMarketing LLC.

Brad's goal is to help you get comfortable with this new media and gain an understanding of your marketing objectives and your business.

Sponsored by:



Luncheon
Keynote Speaker:
Connie Deiken

Connie is the nation's leading authority on influential communication. She's the founder and chief experience officer of onPoint Communication and guides leaders at companies like Apple, Olympus, McDonald's and Moen.

Connie will be signing her book, *Talk Less, Say More*, after lunch.

www.LakeCommunicators.com



VOICE is a monthly newsletter produced by Lake Communicators, a Lake County-based organization for those in the marketing communications fields. We promote and encourage responsible, creative, professional advertising, public relations and marketing efforts, as well as provide opportunity for the professional betterment of members.

For more information, call 440-392-9307
Web site: lakecommunicators.com

Board of Director meetings are held the Friday preceding the membership meeting at 8:30 a.m. at various locations in Lake County.

April VOICE copy deadline is March 19



2010 BOARD OF DIRECTORS:

OFFICERS:

- President **John Venen**, Lake Metroparks
 First Vice President **Diana Lewis**, Great Lakes Mall
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Julia Schick, Laketran
Scott Tennant, The Cleveland Foundation

IMMEDIATE PAST PRESIDENT:

- July Cerne**, McKinney Advertising & Public Relations

Lake Communicators welcome new members



Sharon Metzger is the Publications & Graphics Manager at Lake Metroparks. She is responsible for producing all printed materials, editing, copywriting, print buying, graphic design, content development and organizational branding. Sharon is an honors graduate of the E.W. Scripps School of Journalism at Ohio University and she serves as

President of the school's Society of Alumni & Friends. During her time at OU, Sharon served as the president of the National Outstanding Student Chapter of the Association for Women in Communications (AWC) and was awarded the National Rising Star Award in 2003. She also created the Endeavors newsletter, which was named National Outstanding Newsletter in 2002.

sMetzger@lakemetroparks.com



As a financial services professional for New York Life, **Greg Boudon** is committed to providing individuals, families and businesses with insurance and financial services to help them accumulate and protect their wealth and reduce or eliminate taxes.

Greg has worked in the financial services industry since 1999. He graduated from St. Edward's High School and went on to receive a B.S. in Business from Miami University. Greg is a prior member of the U.S. Peace Corps and a current member of the Kirtland Kiwanis Club.

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UPCOMING SPEAKERS/PROGRAMS

March 10 Kordell Norton

April 14 Sean Williams,
CEO of Communications AMMO

May 12 eMarketing Workshop
*Brad Kleinman e-marketing workshop
PLUS Connie Dieken luncheon keynote
address and book signing*

lakecommunicators.com

MONTHLY MEETINGS

Membership meetings are held the second Wednesday of each month at various locations around Lake County. Check the calendar listing at www.lakecommunicators.com for meeting locations. Lunch meetings are from 11:30 a.m. to 1:15 p.m. and include networking and a half-hour program. Guests are welcome.

Advance reservations are required by replying to Shirley Wolfe at wolfeshirley@yahoo.com or by calling Diana Lewis at 440-255-8932 by the Friday, prior to the meeting. You may send a substitute; no-shows will be billed.

Members \$15; guests \$25. Non-members must guarantee their reservations with a credit card.

VOICE NEWSLETTER:

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Jaye Wolfe Enterprises.....440-946-9919

Images from our February luncheon...



Gary Robinson speaks about the rebranding of Lake Health



Dave Saifman browses Lake Health marketing material

Photos courtesy of Kolman Rosenberg, Kolman Rosenberg Photography



Bob Barbian prepares to photograph Patricia Perry for the Lake Communicators directory

In-house email list messy? Shape it up

Barbara Payne; www.ReallyGoodFreelanceWriter.com

Are you sending your precious email messages to a bunch of people who couldn't care less? If you want to get more out of your email marketing, and make your click-through statistics more meaningful, follow these suggestions to clean out the "dead" names from your in-house list.

1. Check recipients for addresses with low activity. For some marketers, that might mean no clicks in a month; others might view a once-in-a-year response as good news. You decide. Use your email service provider's stats to judge what's average, high or low.

2. Send a simple "reactivate yourself" message. Ask them, "If you'd like to continue receiving our mailings, click here." That click verifies their address and confirms their continuing interest. It's perfectly fair to entice them by making the click go to a special offer or to a form where you ask for a little more information. Hey, if they got this far, they'll probably share more about themselves--and you can never know too much about your prospects and customers!

3. While you're looking at the names in this group, analyze the data to see if they have any characteristics in common. For example, are some of them several years old? Did you get certain names from the same source? Did they sign up because of a special offer? If you see any patterns, think of ways to re-connect that make use of that information.

4. Next, decide if you want to treat low responders differently from those who seem totally unresponsive. And remember, it's not always easy to tell how exactly how many were opened, because many of today's email programs don't display images--meaning you can't know for sure if the email's actually been read. That's why this re-connecting process makes sense.

Do you want to try a quick one-shot message? You can always come right out and ask low and non-responders if they still want to receive messages--and if they don't respond, drop them from your list. If you want to try a little harder, experiment--try sending messages more or less often, or send a series of special messages, and so on. If you have specific information (those common characteristics we talked about), send a message that's personalized along those lines. Consider waking them up with a special offer--say, a free value-add report or a big discount on their next purchase.

5. Keep watching. If they respond to one thing, be creative about the next messages you send. Don't consider them "won back" until you see the kind of results you want.

6. If nothing is working, drop them from your list. Focus your creativity and resources on subscribers who want to hear from you.

7. Think about why these went bad. Maybe the way you collected those names wasn't strong--e.g., collecting business cards without connecting personally. If it's longer-term subscribers you're losing, consider developing a strategy to engage differently with them as the relationship matures.

8. Always keep finding new ways to add more active recipients to your list.

Automation can only take you so far--you've got to think strategically and treat your prospects as living, breathing individuals. E-marketing is as demanding as any other type of direct mail--and gives you more painfully immediate ROI feedback. Yes, all this takes time. But, like cleaning off your desk so you can work more efficiently, cleaning up your email list will make you feel better about all the work you're putting into it. ■