

A Blueprint for Success

I've previously written about the advantages of maintaining your marketing investment during sluggish economic times. That said, a downturn is not the time for pin-the-tail-on-the-donkey marketing. You can't expect results without a strategy; you can't have a great strategy without an unflinching analysis of your company, your customers and your competition.

CMA's Marketecture™ strategic planning process brings together senior management from our company and yours for a top-down, inside-out evaluation of what truly matters to your customers, how to best leverage your strengths and counter any competitive weaknesses. The actionable insights emerging from a Marketecture session include:

- *How competing companies or products are perceived based on customer needs, pain points and buying criteria.*
- *How a company or service can be effectively differentiated to maximize brand, customer preference and sales.*
- *How to best position a company or product to respond to current and future marketing challenges and opportunities.*

Marketecture sessions are led by Rob Jones, CMA senior vice president and general manager. Rob's credentials include an M.B.A. in Strategic Planning from Harvard University and tenure as vice president of marketing services for a Johnson & Johnson company.

We'd be happy to schedule a complementary Marketecture overview session to introduce you to the benefits and components of this analytic process. Send me an email at JBarnhart@cmasolutions.com and we can get started.

Have a great year,

Jeff Barnhart
President and CEO



How Fresh is Your Website?

A website should evolve as a business grows, supporting refinements in strategic direction, branding and the introduction of new products or services. Here are a few thoughts to consider as you refresh your website.

Check the stats. How often is the record of site visits, page popularity rankings and other visitor statistics checked? By watching the stats, you will get a clearer picture of user response to your content and clues about how to improve it.

How's your home page? When visitors hit a home page, they should immediately understand who the business is and what it does. Your home page should also offer clear and organized options for exploring the site, as opposed to a jangle of competing visual bells and whistles.

Success by design. Websites can become dated as once "hot" colors and Flash® trends cool. Color once prevailed. Now white space, brevity and readability are paramount. The best websites provide information first and then make the content look good.

Content is king. Can copy presentation be improved? Effective website copy is developed in a layered format so a reader can quickly navigate concise top-of-mind statements and then click deep-er for more detail on specific topics of interest.

Upgrade to Web 2.0. Revamping a site's design offers opportunities to accommodate social marketing trends, webinars and streaming video, which is fast becoming a prevalent website feature. A makeover can also optimize your search page position by incorporating keywords—those which prospects would likely enter to search for your company—into the website's headlines, first paragraphs and description meta tags.

Creative Marketing Alliance can help optimize your website to drive marketing, branding and sales in your marketplace. Visit www.cmasolutions.com.



CMA has designed and written dynamic websites for clients in a wide variety of industries.

BLOGS: GETTING REAL WITH YOUR CUSTOMERS

The number of those who read blogs at least once a month has grown 30% in the past four years and what they read strongly influences their purchasing decisions, according to *Retailer Daily* magazine.

Should your company add a blog to its website? Consider these points before working with CMA on your entrance to the blogosphere:

- The most successful blogs are **conversational**. Blogs should encourage feedback. Formal, corporate lingo will turn off your visitors' participation.
- Blogs are meant to be **transparent**. Use a blog to show your CEO is accessible. Also, use it to set the record straight in tough times—don't sugarcoat the issues.
- Blog posts must be **constant**. Be sure your company can commit to regular blogging, with no longer than a week in between posts.



Some examples of popular CEO blogs.

Need more information?

To discuss how Princeton Junction, NJ-based Creative Marketing Alliance can help drive marketing, branding and sales in your marketplace, call Jeff Barnhart, president and CEO, at 609.799.6000 ext. 18, email JBarnhart@cmasolutions.com or visit www.GoToCMA.com.

THE POWER of PR



PARTNERING WITH VENUES TO INCREASE EXPOSURE

Any good public relations campaign takes advantage of your company's time in the spotlight surrounding major events. Whether you're sponsoring an event at a tradeshow or holding an event of your own, working with the venue to maximize attention is a cost-effective way to pool resources.

Recently, the CMA PR team coordinated media coverage of the National Association of Independent Broker/Dealers' (NAIBD) annual Fall Symposium at the NASDAQ MarketSite in New York City. CMA arranged for the Board of Directors to ring the market's opening bell, and with the help of the MarketSite staff, a media alert announcing the ceremony was sent to a variety of financial media. The resulting media coverage of the opening bell ceremony included CNBC, Fox News and many prominent websites including CBS Online, Google, Business Week Online and MSN Money, giving the association unprecedented attention.

L.J. Kushner & Associates



The recruitment firm, L.J. Kushner & Associates (LJK), specializes in locating and placing Information Security professionals with Fortune 500 clients nationwide. One of the fastest growing segments of the IT industry, Information Security professionals oversee and implement protection of confidential computer information technologies, electronic transactions and other sensitive electronic data for leading U.S. corporations. Having developed LJK's print advertising, corporate brochure and tradeshow booth, CMA is currently upgrading and streamlining the firm's website to align its design and content with the firm's other communications. The website's revamped graphics and copy emphasize the company's specialized strengths in candidate selection through the site's separate sections for both Information Security professionals and the corporate clients who seek their services.

brandwidth:

Hamilton Continuing Care Center

A continuing commitment to continuing care

New Jersey's Hamilton Continuing Care Center (HCCC) turned to CMA to rejuvenate and strengthen its brand in the highly competitive eldercare services market.

CMA captured HCCC's commitment to quality and compassionate care by creating a new heart-shaped logo and the branding line "Caring to Make a Difference." CMA developed the brand campaign's four-color ads, corporate brochure, sales folder, stationery with a multi-generational focus to position the facility as a caring institution offering comprehensive services in a home-like setting.

CMA also designed new signage and supported an open house event for HCCC's new Maurice T. Perilli Rehabilitation Atrium with posters, a slide show presentation and media coverage in regional news and business publications.



The Life of a Brand: From Start-Up to National Energy Leader

In 2002, Public Energy Solutions (PES), came to CMA as an off-shoot of PSEG Energy Technologies, the lighting division of a New Jersey utility specializing in reducing energy regionally through various technologies. Recently acquired by the national energy services corporation, Comverge, PES reached this level of success in 2008 through an ongoing integrated marketing campaign from CMA.



Elements of this brand over the span of six years include:

- **The Look**—A fresh corporate brand started with a new name, branding line: "Profit from energy" and a new logo. A corporate sales brochure and website soon followed.
- **The Message**—Brand messaging linked perceptions of trust and seasoned expertise with the new company.
- **The Awareness**—Public relations, advertising and direct mail campaigns worked together to effectively promote the energy cost savings benefits of lighting upgrade services to important target audiences including building owners and management companies, CFOs, COOs and facility managers.

KILLER CREATIVE



We're always stalking the big idea. And nailing it, with the strategic vision and killer creative that attack your marketing challenges by differentiating and growing your business. In the lead or bleed jungle, CMA can hunt.



E X P E C T R E S U L T S

www.GoToCMA.com

Call Jeff Barnhart, President & CEO, at 609-799-6000 x18

191 Clarksville Road | Princeton Junction, NJ 08550 | 609.799.6000 | 609.799.7032 fax