

Sue Almon Pesch

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To: "Sue Pesch" <pesch@microseconds.com>
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Subject: Content is King Marketing SNIPPETS Vol. 1 No. 6

SNIPPETS

Short & Sweet Marketing & PR Info to Scan On the Run

Content is King

By Sue Almon-Pesch, CME



In your communications with your clients, customers and prospects, remember to kiss the "Content is King Frog Prince" to see royal results.

People love information.

With so many messages each day, your clients will remember you when you give them something they can sink their teeth into. Whether it's something they can use --- like what sunblock to use for how long (from a cosmetic skincare clinic) to what percentage of opens can you expect when you send an e-newsletter like this (from an Internet marketing firm). When you give freely of your knowledge, you gain credibility and create goodwill. When it comes time to buy from you, it will come as a natural choice.

Here are two examples of client "content" promotions:

1) **Client Ron Parks of San Diego Landcare Systems** will be sending out via email and snail mail the "Ten Top Landscaping Mistakes People Make." As I watch my palm fronds turn a rich yellow, am I interested? Yes! Will I be happy to give him my email for future tips? Of course. In addition I will be entered to win a "Fall Flowerbed Makeover." If interested send your email address with Flowerbed Makeover in the subject line to easycare@cox.net

"On-Line the Steet"

Market4Profit Blog is Live

As promised I went to TypePad and set up my blog. It took about 45 minutes from start to first post and publish. It 'll be about \$125 out of pocket cost for the year.

Here are the reasons I believe a business-related blog are important:

- 1) Read the article to the left on "Content is King." A blog is a perfect place to share information.
- 2) It's a place where you can voice your opinion on what's happening in your industry. As I read about the *San Diego Union Tribune* going up for sale, I thought-- now that's a topic I want to put my two cents in about. See Post 2.
- 3) A blog is a web-log. When you post anything on the Internet, the SEO spiders have more to crawl over and record

2) **Coburn Restoration's Rick and Lori Coburn** are doing a targeted homeowner mailing to San Diego areas damaged in the 2007 wildfires. The information they have to share is very important. You have one year to file your insurance claim. You may have hidden smoke-soot damage--in your attic, eaves, roofing, garage, air ducts. If not taken care of, it might become a deal breaker when you go to sell your house down the road. For a free evaluation call (858) 486-0177.

Pucker up your lips to kiss the "Content is King Frog Prince." Start sharing your specialized knowledge!

SNIPPETS

from

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Welcome to my new SNIPPETS subscribers!

If this is your first issue, you may want to skim the content indexes listed on the archive page on my website. [Click here for the SNIPPETS archive page.](#)

Strengthening Relationships with Send Out Cards and PL&L's QuoteActions

Listen to Podcast with SOC's CEO Kody Bateman



Yesterday about 30,000 custom postcard and greeting cards were mailed from the Send Out Cards facility in Salt Lake City. If you haven't heard about Send Out Cards yet, you will in the future. With 30,000 distributors in the US and Canada, and sales from \$10.5 million in 2005 to a projected \$60 million for 2008 – the company is on track to

continue helping thousands of people strengthen their relationships.

I love my job as client Rick Itzkowich's program director for PL&L's Xtraordinary Living podcast series. I have the great job of helping Rick select his guests. In this episode with Kody Bateman, we learn how he came about founding Send Out Cards and the importance of "acting on promptings." Rick and I thought it would be great to invite Alan Underkofler of Follow Up Success to the interview. Alan speaks to the role Send Out Cards and PL&L's CRM program "QuoteActions"

as data shared with the world. In short a blog with your name/business name helps raise your search engine ranking,

Subscribe to my Marketing Blog (in the right column) at:
<http://tinyurl.com/5fmjcy>

Stats To Muse

Can't Escape TV

According to *Fast Company* July/August 2008 issue's Next Innovation, screens with advertising opportunities are popping up everywhere. These captive audiences do not have control over the clicker.

This short-form content and advertising medium is coined "advertainment."

Some stats to muse about . . .

> Gas Stations

Key Player: Gas Station TV
Screens: 5,000+
Locations: 400 cities
Potential Audience: 30 million monthly

> Grocery Stores

Key Player: CBS Outernet
Locations: 1500
Potential Audience: 80 million monthly

> Doctors' Offices

Key Player: AccentHealth
Locations: 11,200 doctors' offices
Potential Audience: 140 million annually

play in both his business and personal life.

Enough writing . . .

Click here to listen to the Kody Bateman podcast

<http://tinyurl.com/6oxp2p>

Click here to learn about the QuoteActions e-Sponsorship Contact System

<http://tinyurl.com/36x7vu>

Click here to watch short videos on Send Out Cards

<http://www.crmwithcards.com>

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