

YEARICK-MILLEA

60-SECOND IMPACT E-NEWSLETTER

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Client Corner

The Wilkinsburg Community Development Corporation (WCDC) has hired Yearick-Millea to manage its communications program, including media relations, special events and website development.

The non-profit organization was established three years ago and just hired its first full-time Executive Director. WCDC's mission is to help revitalize the Wilkinsburg business district.

Google Goggles

The Google Goggles application (app) has been available as a free download in the Android Market since last December, and it's the next generation of the communication delivery systems. When you point your Android phone at something you want to search and take a picture, Goggles will parse the photo and search for the item you snapped.

You can look up a painting or landmark, add someone to your contact list with a picture of her business card, or snap a picture of a book cover to find out where to buy it. Try it on DVDs, logos, contact info, artwork, businesses, products, barcodes, or text.

Google Goggles doesn't work well with food, cars, plants, or animals. But that's going to change. Developers say the app will soon be able to recognize plants by their leaves, even suggest chess moves by "seeing" an image of your current board.

And more than likely it will be coming to your iPhone soon.

Crack The Marketing Code. Answer These 10 Questions

1. Does your company have a unique "story" to tell that makes it stand out from the competition?

2. Does your company offer a product, a service or an experience that is not only of value, but is memorable enough to break through the advertising clutter and be heard by your target audience?

3. Does your company employ a team of goodwill ambassadors who have a passion for the company's culture, philosophy and the product?

4. Does your company understand what business it is really in?



Look Who's Talking

Here's an instant and reliable way to find out if anyone's talking about you or your company on Facebook or Twitter. It's a new search engine called Kurrently, at www.Kurrently.com.

Test it yourself by sending out a tweet and then go to Kurrently and do a search for a keyword within that tweet. Presto, you'll be found. Now, test it with other keywords that are relevant to your business. It's quite possible that people are talking about your product without you even knowing about it.

Is It Time For "Retro Marketing"

Incorporating TV, radio, print, direct mail and billboards into your advertising plan almost seems "retro" because no one talks about traditional advertising anymore. It's not the "in-thing" and it just doesn't seem glamorous like it used to be.

Contrary to what the many pundits are saying, we strongly advocate that when targeted properly,

5. Does your company understand the lifetime value of a customer and the exorbitant costs of gaining new customers versus retaining current customers? Does your company have a retention strategy?

6. Does your company know who its best customers are, not by demographics, but by their first name? How is your company rewarding the best customers for their valued loyalty?

7. Does your team have not only an intimate knowledge of your product and service, but an understanding of what's most profitable -- not in terms of percentages, but in real dollars and cents?

8. Do your company and team strive to make a difference in your community, where your customers live and work?

9. Does your company have a "face" - a personality, a CEO, a President or an owner to which customers can relate to and readily access?

10. While everyone loves first impressions, does your company leave an everlasting final impression with customers that creates memorable conversations and encourages repeat business?

Message Overload

Every day, we are bombarded with messages. How many? Estimates vary. The Union of Concerned Scientists estimates we are exposed to 3,000 messages a day. *Consumer Reports* says the average is 247 a day. And they are coming to us by email, social networks, and broadcast media alike.

On average, corporate email users sent and received an estimated 160 emails per day at the end of 2009. With this vast number of messages demanding our attention, email clients haven't adapted to the increase in traffic, leaving inboxes full of messages that are ignored due to a lack of workflow management capabilities. **It's estimated that 68.6% of arriving email is SPAM.**

Despite these shortcomings, the email user base continues to grow. At the same time, new types of communication are growing at a faster rate. According to Nielson Co., in August of 2009, 276.9 million people across the U.S., several European countries, Australia and Brazil used email, up 21% from 229.2 million in August 2008. In the same time period, users of social networks and other community sites grew by 31% to 301.5 million people.

E-mail may not be quite out yet, but certainly social community communications is in.

Tale of Three Restaurants

"retro marketing" still works and it works even better once you've cracked the all-important marketing code.

Crack the code, then develop your sales-building plan. It's your model for real growth and profitability. Need some help? We can show you how to get there ... now much faster than ever.

Read the newest Y-M blog and share how empowering an employee or assuming self-empowerment has resulted in a more positive outcome for you or your business.

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Dedicated to the practice of integrated marketing, our agency combines the personal service and cost-efficiency of a small firm, with the sophistication and technological resources of a large one. Our two founding principals are communications professionals with more than 50 years combined experience. Having worked for Fortune 500 companies and traditional advertising and public relations agencies, they've implemented integrated marketing programs and seen them work to their fullest potential.

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