

# postings

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## Your Social Media To-Do List



BY DREW NEISSER

Social media has taken the industry by storm, and many direct marketers are wondering where to invest their time and energy. To help you and your clients get started, here is a social media to-do list to focus your efforts.

### Social Media Strategy

Though more than half of all large companies claim to have a presence on Facebook and Twitter, less than 25% claim to have a clearly defined social strategy. Since there *is* such a thing as a social strategy (<http://slidesha.re/icNAub>) complete with CEO-pleasing metrics, I urge you to begin here.

### A Dedicated Social Chair

In 2010, social media was assigned to the junior staffer who just happened to have the most friends on Facebook but was hardly an expert. For 2011, you need to assign at least one dedicated professional who can champion social strategy internally, while coordinating execution across all the departments it can and should touch.

### A Metric System

Given all the roles social media can play – from customer service to new product development, word-of-mouth to lead generation – putting precise metrics in place is challenging, even for those with well-defined strategies. But tools are emerging from software as service companies like HootSuite and ArgyleSocial that should make measuring results easier and well within your budget.

### An Aggregation Plan

One of the unexpected benefits of a strong social program is its potential to significantly improve organic search results. But in order to turn social content into the gift that keeps on giving, brands need to aggregate and archive the content on their own websites. Small brands will want to look at Hubspot ([http://bit.ly/Drew\\_HS](http://bit.ly/Drew_HS)); large brands, IBM (<http://bit.ly/cFXGCx>).

### Customer Feedback Loop

While listening to the customer has long been an important business credo, it is only lately that marketers are turning to online tools like Get Satisfaction (<http://bit.ly/fu7B8p>) that truly enable and track instantaneous feedback. In 2011, offering customers the ability to engage with fellow customers right on their website will become more the rule than the exception.

### Social Business Enlightenment

In the brave new world of social business enlightenment, all businesses are social – and all social is business. Even large companies will want to present all their employees with unfettered access to social media tools. These employees will quickly realize that social marketing can drive sales, service customers and even help with new product development, not just now but for the future. ■

*Drew Neisser is the CEO and founder of Renegade, the NYC-based Social Media and Marketing Consultancy. Drew is a frequent contributor to MediaPost.com, FastCompany.com, TheDrewBlog.com and Twitter.com/DrewNeisser.*

## DMCNY Member News

To bring our vibrant DM community closer, *POSTINGS* is happy to launch a new column from you, our members. Let us know what you and your company are up to! Send your news to Donna Baier Stein at [donna@writesontarget.com](mailto:donna@writesontarget.com). Notices will be placed in the newsletter and online at [www.dmcny.org/page/postingsnews](http://www.dmcny.org/page/postingsnews).

**Let's start our new column by congratulating Leon Henry as he prepares to celebrate the 55th anniversary of Leon Henry Inc** ([www.leonhenryinc.com](http://www.leonhenryinc.com)). Leon has been a DMCNY member since it

was called the Hundred Million Club "probably 45 years and counting!" Kudos to a master direct marketer and long-time club friend!



Leon Henry: [Leon@leonhenryinc.com](mailto:Leon@leonhenryinc.com)



**ALC** ([www.alc.com](http://www.alc.com)) **harnesses innovative web-crawler technology to produce unique e-business database.** 3DBI currently contains unique data sets on some 10 million key executives at approximately 4 million U.S. based companies, who have made an investment in and commitment to their digital presence.

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**Eric B. Mohr of EBM Direct Marketing Services LLC** ([www.EBMdirectmarketing.com](http://www.EBMdirectmarketing.com)) announces that he was awarded Google Professional Certification for Adwords Search Marketing. In addition, EBM Direct Marketing Services LLC, having met the neces-



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# Five Routes to Banner Ad Success ▶▶▶



BY NADER ASHWAY

Banner ads may not be at the top of the DM media consideration list, because most of us think of them as best suited to display, versus response. But give banner a try. Used properly, they can be a strong ROI contributor to any integrated campaign.

Here are my top five recommendations for how to engage with banners successfully.

## 1 SPEND YOUR TIME ON TARGETING ▶

This gets complicated, fast. Not only do

you have to have the right **sites**, but you must also determine the right **pages**, and in some cases, the perfect **content** for your advertising messages. Key targeting parameters: Audience makeup, site popularity, the content/context connection, other advertisers, and the "tent," meaning the ad category. For instance, if you're marketing financial services, your ads may find an audience on virtually any site under the "financial tent," like real estate, insurance, and credit cards.

## 2 BE SPECIFIC WITH YOUR CREATIVE STRATEGY ▶

Working hand in hand with targeting,

choose **the right message for the site**. Go deeper than a simple category creative. **Use banner ads to sell product features and benefits**. If you've done your targeting correctly, you can get down to real product specifics.

## 3 USE RICH MEDIA ▶

There are many excellent tools and formats

available.

- **Animated GIFs** provide a simple and kilobyte-friendly platform to get longer messages in through multi-frame refreshes.
- **Flash** is the platform choice for smoother, graphic-rich transitions, and

you can add interactive tools like calculators, radio buttons, rollovers, music, etc.

- **Video** is even better: Give a product demonstration, take the user for a test-drive, tell a story.

If you don't have rich media available, try adding it through a provider like Linkstorm. And don't forget to inquire with the site(s) you're considering whether certain media options are available, like page takeovers, pull-downs, and page morphs. Before you start creating, check IAB's (Interactive Advertising Bureau) rich media creative guidelines.

## 4 FIGHT FOR THE RIGHT PLACEMENT ▶

Where your ad appears on the page can

be critical to its success. Go to Google's AdSense help articles to see a "heat map" that indicates likelihood of viewership and response. But much depends on the type of site on which you're advertising. If it is mostly editorial, then embedding the ad within the content may perform better than a standard leaderboard or banner unit.

## 5 MAKE SURE CHAPTER 2 IS READY TO GO ▶

Banner advertising is effective, when

done right. But remember, it's only the first step in a contextualized conversation between you and your prospects. So make sure you have the tools and the structures to continue the banner ad conversation both online and offline. That could mean driving click-throughs to landing pages, or to your website; from data capture forms to downloads; or to more content that tells more of your brand story. ■

*Nader Ashway is Executive Vice President, Creative Director, at CGSM, Inc. Reach him at NaderA@cgsm.com.*

## Member News

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sary corporate criteria, was awarded Google Partner Certification status.

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**Jay Bower, President and CEO, of Crossbow Group** ([www.crossbowgroup.com](http://www.crossbowgroup.com)) is working with these new clients: Bloomberg, New York Presbyterian Hospital, Office Environments (a subsidiary of Steelcase) and the Westport Y.

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**Norma J. Goodwin, M.D., Founder, President & CEO and Christine Burgess, Executive Administrator, of Health Power for Minorities, LLC** (Health Power®), [www.healthpowerforminorities.com](http://www.healthpowerforminorities.com), implemented three new website features: (1) a new blog; (2) a "Latest Minority Health News" feature, and (3) direct e-mailing from any site page to "Spread the Word for Minority Health."

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### Ruth K. Sheldon

([www.ruthsheldon.com](http://www.ruthsheldon.com)) announces she's helping a NYC-based printer who wants to get beyond the image of just providing print. To position the



company as a multi-channel marketer she and her team are providing a new website, new mission statement, and on- and offline promotional campaigns that demonstrate his expanded capabilities.

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**Stacey Girt, 24 year DM Veteran, joins V12 Group** ([www.v12groupinc.com](http://www.v12groupinc.com)) as SVP of Business Development. V12 Group helps clients deliver relevant DM communications by offering direct and digital marketing services: email, mobile, phone, postal addresses at both consumer (including demographics) and business addresses (including firmagraphics).

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