

Negotium.

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Social Media: The latest form of advertisement can help your business skyrocket.

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**VISIT THE TOP
MARKETING WEBSITES**

If you are a marketing professional these websites are a MUST! Keep up with latest news in the industry.

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TECHNIQUES FROM

**TOM KELLY'S "THE ART
OF INNOVATION"**

Explore the secrets behind true innovation. IDEO's Marketing lead Tom Kelly reveals the key to his success in the industry.

**Powerful
Beyond Measure**

10 Effective Social Media Strategic Steps

1. Choose a Primary Platform

Your target market may choose to use one social media platform over another. Finding the correct one makes the difference between growing your business and going out of business. Finding social media preference takes nothing more than minor research. This will allow for maximum contact with your customer, but be sure not to have a variety of platforms. They all serve a purpose.

2. Manage Your Time

Before taking on Social Media you must ask yourself some questions. How much time do I have? Will I hire someone to take over social media? Keeping up with Social media can get timely, therefore, time management is crucial.

3. Follow a posting Schedule

Updating your pages on a regular basis keeps your customer involved. Setting a schedule to post weekly or bi-weekly will help you stay active and use social media to its full potential.

4. Identify Your Goals & Objectives

Goals would include creating a fan base, raising product awareness, or promoting an upcoming event. Creating and completing goals means that your business is moving in a forward direction. Keep up the good work!

5. Establish Your Home Base

If you have a business, you most likely have a website, or at least i hope you do. This is where your customers will go to find more information about your product or service so it is beneficial to make it user friendly and easy to navigate.

6. Find People Who Have Your Customers

Bloggers, authors, and podcasts are people of importance to your business. These individuals have access to followers of their work which also might just be your target market. This is an effective way to promote your business and a way to build a professional relationship. Taking the time to comment and show interest in their page may lead to reciprocation.

7. Establish a Weekly Newsletter

Maintaining a weekly newsletter keeps your customers attention on your business. Bringing fans back to your site will build loyal customers which are willing to subscribe to you services or use your products.

8. Check On Your Competitors

It is important to stay ahead of the curve and to be aware of the competition. Researching the difference in strategies can help you differentiate your business further. This is a great tactic to strengthen your roots with creative strategy.

9. Content Over Conversation

Putting too much focus on responding to customers can hinder your online presence. It is better to focus on relevant content which will engage your customers and keep them knowledgeable of your brand.

10. Be Consistent

No matter what Social Media you choose to use it is vital to be consistent. Whether it be Facebook, Instagram, YouTube, or Twitter, consistency will show that you are active and this will build brand awareness which leads to loyal customers. A great way to stay on track is to strive for your business goals and following the schedule we mentioned in step 3.

TOP 5 MARKETING WEBSITES



ADVERTISING AGE

Ad Age is an online magazine which dives into trends and consumer behavior. Being one of the more popular sites, Ad Age updates on a weekly bases and explains the effects of advertising in detail. A lot of valuable information on current ads/trends and details about them is available, avoiding disappointment. A highly recommended magazine that every marketing pro should visit daily. Subscribe today at adage.com.

SOCIAL MEDIA TODAY

You guessed it! This website is all about the world of Social Media. In recent years social media platforms have exploded in popularity and that means more dollar signs for you. When used effectively, platforms like Facebook and Instagram build brand awareness. Technology changes everyday so it is important to stay updated with Social Media Today





ADWEEK

AdWeek is a hybrid magazine because it is both online and in print. If you want to talk advertising campaigns then you are in the right place. The site is user friendly providing a column feed, editor's pick, and most popular section. They provide information on effective ads and even have an ad of the day which subscribers can learn about. You can find them at www.adweek.com.

MARKETING PROFS

Primarily focused on modern marketing techniques, Marketing Profs provides information on the latest trends in the industry. They provide learning tools which many find useful for further education; and yes, a certificate of completion is earned after each course taken. The site is tailored for any one from new comers into the industry and pros that have been around for a while. Try it for yourself. You can find them at www.marketingprofs.com.

CLICKZ

CLICKZ has everything marketing related from news, experts, stats, and job board. Job board is a helpful tool if you are looking for employment. Subscribe and you will have access to all these tools. This magazine is tailored to enhance your knowledge by providing expert advice and keeping up with the latest trends.



June 19

17'

Race Day



Ride in the Park

Equipment: Open to all riders
All riders must wear a helmet.
Must sign a release



*Sign-ups start at 6 a.m.
Race Begins at 7 a.m.*

*Equipment: Open to all riders
All riders must wear a helmet. Must sign a
release*

*No license required. Beginners
welcome.*

*Don't be intimidated by the course.
Take it on and enjoy the ride. Come
out and learn to ride safely and
have fun. We will be featuring
beginner ride clinics throughout the
event.*

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10 TECHNIQUES FROM TOM KELLY

The Art of Innovation



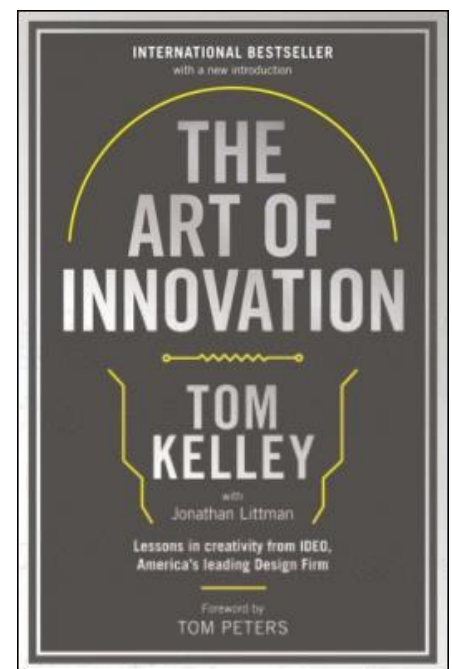
Tom Kelley is an IDEO partner and is known for working with some of the best creative teams in the world. The creative genius shares with us 10 techniques involving innovation.

1. Learn to find rule breakers

Tom Kelley states that observing the right people can prove to be beneficial. He explains how those who break the rules are gold mines to the contra. The rule breakers tend to use things in a different way which leads to innovation and products

2. Brainstorming

Tom has a strong belief in the art of brainstorming and it is a skill you can continuously improve on through practice. In his writing he shares 7 secrets for better brainstorming: sharpen the focus, playful rules, number your ideas, build and jump, the space remembers, stretch your mental muscle, and get physical



3. Observation Exercises

Tom Kelley recommends that we should always observe our environment. The point of this exercise is to point out any flaws in the environment and see how you would do things differently if you were the one running the show. By working on this skill, minor flaws in your business can become improvements.

4. CROSS POLLINATE

Kelley refers to the term **Cross-Pollinate** as a process of observing and dissecting a problem in action. This is a kind of "alchemy of innovation" because only when we observe the problem in action are we able to fully understand the issue and find innovative solutions to the problem.

5. Get Physical

We recently mentioned 7 secrets to better brainstorming. Here we focus on learning to get physical. Kelley explains how sketching, mind mapping, and stick figures are used for good brainstorming. For the BEST brainstorming get physical in these three ways: bring in supplies, build models, and use the product along the way to identify further improvements.



6. Create a Hot Group

Kelley lists characteristics which he thinks describes a "Hot Group". They go as follows: total dedication to achieving the goal, standing up to deadlines, irreverent and nonhierarchical, well-rounded and respectful of its diversity, having an open workplace for flexibility, and are motivated to help the team in any way, shape, or form.

7. Team morale is vital

Kelley explains the importance of keeping employee morale because when people feel special, they will perform better than ever imagined. He further explains how end-of-the-year bashes, field trips, and playing hooky and pranks on each other are all part of the morale equation.

8. HOT TEAMS SHOULD ALWAYS MEET

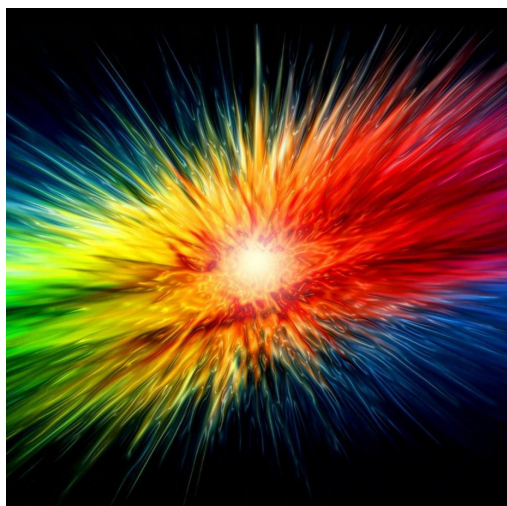
Bringing the team together on a monthly basis for a lunch party allows for "playtime".

Lunches include fleeting good food, jokes and harmless ribbing, and show-and-tell which all brings the team closer together for some fun and celebration.



9. Prototypes Beat Pictures

Kelley hits a bullseye on this technique. He explains how most written reports or drawings are easily rejected by top management. Building a prototype gives you the opportunity to take the stage and put on a performance. Only then do you have a chance to change people's minds and persuade them on your idea. The prototype speaks for itself and receives better feedback than a report would.



10. Color can inspire

Tom Kelley comes far from being a color expert but he recognizes the power it holds. Color can be a pivotal step in design that allows a

company to express itself with a product. Kelley further explains how color has been the defining aspect of many successful products.

Powerful Beyond Measure