



Some Things Change, Others Stay the Same

Contributed by Eric Webber, Vice President of Marketing, GSD&M
Eric_Webber@gsdm.com | 512-242-4736

Our business is changing. That's no secret — everyone knows it. The TV/radio/print model that has been the backbone of the advertising business for decades has been shattered. And everyone sees that the changes in our business are accelerating at a dramatic pace.

Take the average college student for instance, a very attractive demographic for many brands. It wasn't too long ago that students were lucky to have a telephone and basic cable TV in their rooms.

Now look at the typical student today — he's sitting on the bed in his dorm room, his laptop hooked up wirelessly to the Internet. He used it earlier in the day to take a quiz online after he'd reviewed a number of lectures, which his professor records and podcasts.

He's just finished an entry about the class on a fellow student's blog and he's about to order a pizza online. His TV is on, but the volume is down because his iPod is playing. He IMs a few friends to see about plans for the weekend and he's already checked out a few local band reviews on My Space. They'll IM him back, or maybe e-mail him. Or they might be old-fashioned and call him on the landline in his room or, more likely, on his mobile phone.

There are so many ways we communicate, now. But those aren't just channels for interpersonal communications. They are also marketing channels. And the enormous challenge for our industry is to figure out how to use those channels to spread our clients' messages in ways that consumers will find relevant and persuasive.

There's been a great shift in the power structure. Control of marketing messages used to be almost entirely in the hands of the creators and distributors of those messages. That control has shifted and is continuing to shift in the direction of the consumer who favors a much more personal approach. Consumers now have the desire, and more importantly, the ability to control which messages they receive and how, when and where they receive them.

It's no longer sufficient, and certainly not efficient, to throw out ads and see what sticks. To build a brand, marketing has to be woven into the fabric of consumers' lives. It must be something consumers seek and invite into their lives.

To stay ahead of this on-demand revolution, marketers have to be more innovative than ever before. Working harder isn't enough. As marketers we have to be nimble and adaptable. We don't just



Award-winning Blogs for Marketers

Keeping up with the latest industry changes can be challenging. Award-winning blogs such as those below can help you in your quest to be aware of the latest happenings in the world of marketing.

Adrants

<http://www.adrants.com>

This blog offers comprehensive consumer privacy studies, comments on new ad spots and gossip.

Duct Tape Marketing

<http://www.ducttapemarketing.com/weblog.php>

Duct Tape Marketing's blog offers many marketing ideas and opinions on what works.

Seth Godin

<http://sethgodin.typepad.com/>

Industry expert Godin shares a variety of insights on general marketing practices.

MarketingVox

<http://www.marketingvox.com/>

MarketingSherpa's readership voted MarketingVox as the best advertising blog available. The blog was recognized for its high editorial content.

2005-2006 EXECUTIVE BOARD OF DIRECTORS

Kate Lacey

President
Senior Account Executive,
Cartis Group
kate.lacey@cartisgroup.com

Stacy Armijo

President Elect
Senior Account Supervisor,
Pierpont Communications
sarmijo@piercom.com

Tara Woodward

Immediate Past President
Advanced Sales Director,
Pampered Chef
tarachef@austin.rr.com

D.P. Rabalais

VP Collegiate Relations
Director of Marketing,
Dresser Wayne
dprabalais@hotmail.com

Melissa Zon

Secretary
Imagination Executive,
AdVentures in Texas
melissa@adventuresintexas.com

James Rank

Treasurer
james_rank@sbcglobal.net

Thomas Myer

VP Communications
Top Dog, Triple Dog Dare Media
tom@tripleddogs.com

Adam Frishman

VP Membership
Director of Corporate
Development, Moster Wynne
afrishman@mosterwynne.com

Tracy Sullivan

VP Programming
Founder, Project by Project
Marketing Communications
tsullivan-pxp@austin.rr.com

Members on the move

Amanda Koellhofer has been named Event Marketing Manager at NetQos. She was previously employed by Dell and has a BA in Sociology and a minor in Business from The University of Texas.



Congratulations to Stacy Armijo, Austin AMA President Elect, who was recently promoted to Senior Account Supervisor at public relations firm Pierpont Communications.

AMA Treasurer James Rank was named December member of the month. James has supported AMA by devoting his time to ensuring the financial stability of the organization.

Austin AMA publishes news about members quarterly. Submit photos and information to Angela Brutsché at abrutsche@abor.com.

Keep informed with resources at MarketingPower.com

Did you know that you have hundreds of documents and resources at your disposal on MarketingPower.com? Here's a quick review of the different parts of the site you might want to explore further.

Marketing Jobs and Career Services

<http://www.marketingpower.com/content966.php>

This is the place to go if you're a job seeker looking for a new opportunity, or an organization looking to find that next superstar employee. Job seekers can also find valuable tips on shaping up their resumes and getting ready for the big interview. Currently, the 2004 Salary Survey published in Marketing News rounds out this section.

Best Practices

<http://www.marketingpower.com/content24631.php>

This section of MarketingPower.com provides many articles on such topics as B2B marketing, online marketing, CRM, public relations, sales, new product development, small business and more. Each major section might have different subcategories of content; under online marketing, for example, there are sections on Internet marketing basics, affiliate marketing, email marketing and Web site development.

Case Studies

<http://www.marketingpower.com/content24590.php>

The Case Studies section of MarketingPower.com is loaded with how-they-did-it information in a variety of topics, including branding, global marketing, new products and ROI.

Practitioner Resources

<http://www.marketingpower.com/content753.php>

The range of resources in the Practitioner Resources section is fairly elaborate. Not only is there a FREE demographics service and marketing templates for sales forecasts and other must-have's, there are presentation support materials, spam checkers, PR tools and Web site

Continued on page 4

Gold Chapter Sponsors



Silver Chapter Sponsors



Frank Portell Photography



For more information on sponsorships, contact Sara Breuer at sara.breuer@cartisgroup.com.

Testing message relevance

Continued from page 1

need to embrace change; we need to kiss it on the lips. Stop just pushing a message out in hopes that someone will see it. Instead, we need to make sure our message is as relevant as possible to our target market and executed in a way that they will appreciate. Or better, yet, encourage our target audience to seek out our message.

Advertising is not nearly the intrusive presence it once was. So much control is now in the hands of consumers — a 180 degree shift from the traditional marketing model. When and where an ad is seen is as much a function of technology and consumer choice as it is a result of media planning and creative execution.

All of the above being said, there is something that shouldn't change. In fact, it can't change. That is, any marketing message we create must pass a three-part test in order to be effective. Whatever form we decide to put our message in — print, TV, radio, banner ads, guerilla marketing, direct response, etc. — we still have to intrigue, educate or entertain and persuade.

First, we have to grab your attention. We must somehow pull you away, even briefly, from everything else vying for your attention. Second, there has to be some content of value. The content must be relevant enough to entice you to listen to an entire radio spot or click through an online advertisement. Third, there has to be some call to action. It doesn't have to be immediate, although it's great when it is. Rather, you just have to leave the experience knowing more or feeling better about the brand than before.

Whether the ad finds the consumer or the consumer seeks out the ad, it still has to meet all three criteria if it's going to have the desired effect — to build the brand.

Eric Webber is Vice President of Marketing at GSD&M, one of the country's leading full-service advertising firms. GSD&M provides creative ad work and brand marketing for such clients as Krispy Kreme, Southwest Airlines, and Wal-Mart. He can be reached at 512-242-4736 or Eric_Webber@gsdm.com.

“ We don't just need to embrace change; we need to kiss it on the lips.”

How to improve landing pages

Contributed by Thomas Myer, Top Dog, Triple Dog Dare Media
tom@tripleddogs.com | 512-420-8870

You and your marketing team have just put together a great campaign. Your blog buzz is high, the media buys are in place, and ads and articles are set to go in the trade rags. Your Google AdWords are testing well.

You've covered all your bases. You'll just relax and watch the campaign unfold, right? Wrong. You forgot about your landing page!

Landing page? What's that? When I first began working on the Web, in post-Jurassic 1995, we didn't know anything about landing pages. If we wanted someone to visit our Web site, we directed them to the home page in an advertisement or e-mail message.

The problem with that approach is that there is no way to track visitors or distinguish them from one another. And there is no way to compose a targeted message.

Eventually, someone got smart and said, "Hey, let's direct folks to separate pages! Let's call them landing pages!" The term likely derived from visitors landing on pages after clicking on the promotional creative.

Conversion is a landing page's primary goal. Anything you do that confuses, bewilders, or otherwise distracts the visitor from converting is counterproductive. How is conversion defined? It depends on the objective. For some, it means online sales, but it could also mean newsletter subscriptions, white paper downloads or form submissions.

Lack of context continuity is the number one conversion killer. If the visitor clicks a Google Adword with a headline Y and an offer Z, they should see headline Y and offer Z immediately on the landing page. Don't link your various

promotions to the same landing page! If they respond to headline Y and offer Z in an e-mail, click to learn more information and are led to a page with headline W and offer J, they won't convert.

Other conversion killers?

Too much navigation away from your landing page. You don't want visitors to wander away from your landing page in the middle of your pitch. You want them to stay and learn more about your product/service.

Too many graphics, cheesy clip art or huge logos in the first 300 vertical pixels. This comes straight from the good folks at MarketingSherpa. Yes, you have to brand your page, but don't let a branding exercise kill your conversion rates. Repeat after me: the Web is not like traditional media. Using a landing page to merely build brand awareness is a crime. Use the technology to its fullest potential.

Too much upselling and cross-selling. Again, this comes from countless case studies. You can upsell or cross-sell, but wait until they get to the shopping cart or thank you page. Or wait a few days and send them a quick email with a targeted "hey-you-bought-X-so-we-thought-you-might-like-to-see-about-Y" message.

Thomas Myer is the founder and Top Dog of Triple Dog Dare Media a Web consultancy specializing in content management systems, landing page optimization, and Web copywriting. Thomas can be reached at tom@tripleddogs.com.



Continued from page 2

AMA tools help you succeed

survey tools.

Member Resource Center
<http://www.marketingpower.com/content/16516.php>
The Member Resource Center contains members' only information, such as:

- Hot Topics (leading edge thinking and writing on topics as diverse as multicultural marketing, brand management and integration of sales and marketing)
- Industry overviews, statistics, trends, case studies and white papers
- The AMA Knowledge Center, a portal to white papers, case studies, articles, books and eLearning courses that will broaden and deepen your marketing knowledge
- The Strategic Marketing Forum, where CMOs, consultants, and marketing experts gather to work out the tough issues facing marketing practitioners

AMA programs, events attract marketers of Central Texas

For programming that helps marketers in day-to-day business, Austin AMA meetings can't be beat. Learning from recognized speakers each month helps keep you updated on such topics as measuring marketing returns, branding, niche marketing and one-to-one marketing. Visit www.austin.marketingpower.com today to reserve your seat at the next program featuring Mike Carr of The NameStormers, set for Tuesday, February 21. Read on to find out about past programs.

September High-Tech Breakfast

Guerilla marketing experts participated in a panel discussion at Westwood Country Club September 28 to explore how to maximize high-tech marketing budgets with strategies for capturing market share. Panelists included Jeff Erramouspe, Mike Rosenfelt, Christa Kleinhans Tuttle and Suaad Sait.



VP of Membership Adam Frishman welcomes guests during last fall's program "From Mass Marketing to Más Marketing."

Hispanic consumers, one of the fastest growing demographic segments in the country.



Two hundred attendees joined AMA, IABC, PRSA and AWC for a presentation by Emmy-award winner David Henderson.

As a journalist and public relations executive for more than a decade, Mr. Henderson shared insider tips to help nonprofits work effectively with reporters to garner media exposure for their causes.

InnoTech Conference

The InnoTech Conference, held at the Austin Convention Center on November 16, drew 300 participants and a sold-out crowd to the program's eMarketing Summit.



Stephanie Craft of Mezcla and President Elect Stacy Armijo of Pierpont Communications volunteer at the AMA booth at the InnoTech Conference.

October Luncheon

In October, President and CEO of One Real World, Manuel Delgado, presented AMA members and guests with quality information on the values that drive purchase decisions for

December Luncheon

The Austin American Marketing Association dove into the world of media relations with Emmy Award-winning former correspondent for CBS News, David Henderson.

December Hollydaze — "Rock & Tots"

Approximately 400 marketing and advertising professionals attended the Hollydaze function held at the American Legion Hall in December. Held in conjunction with the local chapters of PRSA, AWC, the AIGA and Ad Federation, the event raised new and gently used toys for Toys for Tots and non-perishable food items for the Capital Area Food Bank, in addition to \$800 in cash donations.



Attendees at the annual Hollydaze event help raise funds for local charities while celebrating with their peers.

austin chapter



american
marketing
association

P.O. Box 141668
Austin, TX 78714-1668

First-class Mail
U.S. Postage
PAID
Permit No. 45

CALENDAR OF EVENTS

February

- 2-3 Managing Customer Loyalty**
Sponsored by AMA
International Headquarters
Hyatt Regency Riverwalk
San Antonio, Texas
- Learn more at:
www.marketingpower.com/aevent_event.php?Event_ID=30476
- 21 Creating Names that Stick to the Roof of Your Brain**
Mike Carr, The NameStormers
11:30 a.m. - 1 p.m.
Westwood Country Club
Austin, Texas

March

- 13-16 Marketing Workshop**
Sponsored by AMA
International Headquarters
Hyatt Regency
Austin, Texas
- Member packages available at
ecommerce.ama.org/wk/registration.html
- 21 Austin AMA Monthly Luncheon Meeting**
11:30 a.m. - 1 p.m.
Westwood Country Club
Austin, Texas

April

- 6 Austin AMA Marketing Seminar**
St. Edward's University
Austin, Texas
- Registration information to be announced in March.
- Learn more about programs hosted by AMA by visiting Austin.marketingpower.com.**