

ARECAMARKETING, LLC

SECOND QUARTER 2010

Power of Persistence

There's a reason why *Absolut Vodka* ads use the same distinctively shaped bottle in different settings, year after year. Why the *California Milk Processor Board* continues to use famous people sporting the same milk mustache in dozens of campaigns. And why *Geico* repeatedly uses the same, somewhat creepy, large-eyed pile of cash character in all of its recent TV campaigns. Thanks to the consistency of these campaigns, millions of consumers have come to recognize the brands they represent.

"Marketers who harness the power of repetition will build brand awareness far quicker than those who simply do isolated campaigns," says Gerald DeHuff, a brand consultant. So whether you're planning a service-award program for employees, a direct-mail campaign, a tiered gifts program for clients, or a sales-incentive promotion, you'd be wise to treat it as a continuity program comprised of multiple elements.

Direct-Mail Campaign:

Multi-part direct mail is the perfect way to approach dream prospects. For instance, a real estate agent might target this type of campaign to an upscale neighborhood. A restaurant may aim one at houses and businesses within a given radius of locations. And don't forget the timing of the mailings is vital!

Sales-Cycle Gifting:

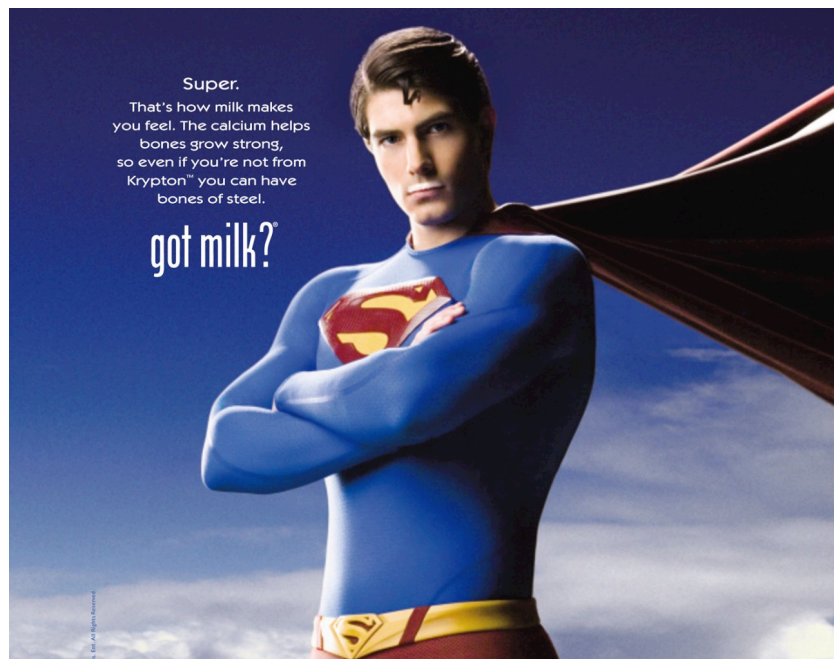
If you're running a sales or marketing campaign, you'll likely want to target clients with special gifts, depending on their spend and where they are in the sales cycle. A good continuity program for client retention includes tiered gifts that go up in value depending on the client's value.

Sales Incentive:

In this type of promotion, sales people may collect points for sales or have a goal to reach in order to earn a gift. There are often different gift selections at different levels of achievement. The program may apply to your own sales team or be targeted to independent dealers who sell your product to consumers.



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Modern Marketing

In any business, the basic marketing strategy doesn't change...but the marketing tools you use today are vastly different than they were even a few years ago. Here are just a few of the latest tools for you to consider:

LinkedIn: A business-oriented social networking site. Founded in December 2002 and launched in May 2003, it is mainly used for professional networking. As of February 2010, LinkedIn had more than 60 million registered users, spanning more than 200 countries and territories worldwide.

Craigslist: A centralized network of online communities, featuring free online classified advertisements - with sections devoted to jobs, housing, personals, for sale, services, community, gigs, résumés, and discussion forums.

YouTube: A video sharing website on which users can upload and share videos. Three former PayPal

employees created YouTube in February 2005. In November 2006, YouTube, LLC was bought by Google Inc. for \$1.65 billion, and is now operated as a subsidiary of Google.

Email Marketing: A form of direct marketing which uses electronic mail as a means of communicating commercial or fundraising messages to an audience. In its broadest sense, every e-mail sent to a potential or current customer could be considered e-mail marketing.



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Inspired by Green

Freshen up your green garments with some classic idioms for slogan inspiration:

“Give the green light” has positive connotations, as it means that approval has been given to move ahead with an action. Dub a customer service staff the “Go Team”, outfitting them in logoed green shirts to send the message, “Give us the green light and we’re at your service”.

“Green stuff” is money, making green apparel the perfect uniform for accountants, financial advisors, bankers and the like. Show that these

professionals live to make money for their clients by imprinting, “Green is a state of mind”.

“Being green” can refer to being inexperienced, but it also suggests being eco-friendly. Try an imprint with an environmental message like, “Being earth-friendly is more than wearing a green tee shirt”.

“Green is a state of mind”

Recognition Re-Do

From Successful Promotions

First, some bad news. Your top performers may be getting ready to jump ship. At least that's what the results of a recent survey indicate. At the end of last year, Right Management, a career consultancy, asked more than 900 workers in North America if they planned to pursue new job opportunities as the economy improves in 2010. Sixty percent said "yes." Another 20% indicated they would be updating their resumes and attending networking events "just in case" a better opportunity comes along. Those numbers don't surprise Michelle Smith, vice president of business development for O.C. Tanner, an incentive management company. "Many workers are feeling underappreciated with their leadership right now," Smith says. "As the job market thaws, they're going to go somewhere they feel more valued." One of the main sources of workers' discontent these days, Smith contends, is the fact that their companies didn't spend as much time – or resources – focusing on employee recognition last year. "Unfortunately, too many businesses pulled back on incentivizing employees last year and now businesses are going to feel the effect of that," she says.

Now, some good news: If you retool your recognition and rewards programs now, you'll have a much better chance of keeping your best and brightest. Don't fall into the trap of continuing to do what you've always done, Smith warns. "Your business has changed in the last 18 months. Make sure you update your recognition plan accordingly."

Here are a couple of things to consider as you retool your employee recognition programs – and get the troops recharged for 2010.

Recognition Re-Do #1 New Year, New Goals

Last year, Gavin Upton's primary incentive program for his employees at a staffing firm revolved around cost-cutting. Those who came up with ways to save money got top pick from a variety of rewards, ranging from \$25 gift cards to iPods, depending on the value of the savings. One customer service rep received a Bose stereo system for leading a paperless initiative that saved the company nearly \$30,000. "We really cut our operations to the bone last year, so finding cost savings was a natural incentive," Upton says.

"Structure a recognition program to reward employees for all behaviors that contribute to the company's goals – not just the revenue-related ones," Saunderson says.

Now, with expenses in check and business picking up, Upton says he's revised his recognition program, as well. "This year, we've shifted gears and are rewarding people for finding new business." Staffers who exceed their monthly goals of bringing in new leads or closing new business are now eligible for a variety of spontaneous rewards, including logoed apparel and tickets to local sporting events.

Indeed, "Most of the clients I have spoken to are retooling their programs to align with new business goals," Smith says.

And while increasing sales is certainly a goal at most companies, it shouldn't be the only goal that's tied to a recognition program, says Roy Saunderson, president of the Recognition Management Institute. "Too many companies eliminate employees from recognition programs if they don't directly contribute to revenue," he says. "That's a big mistake. What about the people who deliver outstanding customer service? Or behave in an extremely ethical manner? Don't these people deserve to be recognized?" The bottom line: "Structure a recognition program to reward employees for all behaviors that contribute to the company's goals – not just the revenue-related ones," Saunderson says.

Recognition Re-Do #2 Involve Everyone, Not Just Managers

Wells Fargo & Company recently completed a merger with Wachovia and is in the midst of developing a new recognition program for the 26,000 members of its technology and operations group. According to Lisa Massiello, group recognition manager, the new program will concentrate on the newly-merged group's new shared goals, which include the following attributes: leadership, teamwork and customer care. "We're refocusing on the attributes that are most important to our company's mission," Massiello says. Through the program, a manager submits an electronic nomination for an individual who has excelled in one of these areas, and provides some brief examples to support the nomination. Once approved, the employee receives a certificate or other reward to celebrate his or her achievement.

Wells Fargo also plans to continue Wachovia's legacy peer-to-peer recognition program, which allows any employee to recognize a peer, regardless of where they work within the company. The program, which was launched in 2000, hit a milestone in 2008: More than one million employees had used the program to recognize one another. "It's been wildly successful," Massiello says.