

We'd like to introduce you to X's newest addition—our newsletter! We figured, hey, we're a team of creative people, so why not offer our clients something informative and fun?

In each quarterly newsletter, you'll see the same main sections like Client Spotlight and Current Trends, but we'll cover a variety of topics to try and make sure you stay entertained.

There's also some amusing stuff in here, too. We'll give you some things that make you go, "hmm" and we have a gift card for one observant reader.

Enjoy!

## Current Market Trends and Events

### Current Trends

#### Interactive Marketing

By now, you probably know that interactive marketing is a growing trend. But just what is it and how can you benefit from it?

The definition of interactive marketing comes from John Deighton at Harvard, who, in 1996, defined interactive marketing as the ability to address the customer, remember what the customer says, and address the customer again in a way that shows we listened and remembered. That still holds true today, but we can now use 21st century technology to apply it.

Keep in mind interactive marketing spending will more than triple over the next five years, reaching \$61 billion by 2012, according to Forrester Research. Entrepreneur.com put that into context by saying, "interactive marketing, which currently accounts for just eight percent of all ad spending, will increase to 18 percent of marketers' total advertising budgets in five years."

Basically, interactive marketing helps businesses promote a brand, solution, or service. It can be direct or indirect via the Internet, which can result in a two-directional communication between the audience and your organization.

Examples include email, online video ads, and social media—like [LinkedIn](#). Other emerging channels include podcasts and RSS feeds.

Clients and consumers are savvier than ever and expect something more than a static website and traditional marketing tools. Next time you think about your marketing strategies, remember what the customer told you, show them you listened, and then create something that will engage them.

### Events

#### MarketingProfs Digital Marketing Mixer, October 22-23, 2008, Scottsdale, Arizona

It's clear. It's time to get down to the absolute core of what works in digital marketing, and what will work best for you. No more wasted budgets, no more stabbing in the dark. We'll help you find

the channels and solutions that best fit your company, as you jam with top-level business and consumer marketers from across the nation.

### Three Program Tracks Will Cover It All

We've constructed three program tracks with the help of distinguished track chairs to address what we see as the **big three** in digital marketing:

- **Email** (*Track chairperson: Stephanie Miller, Vice President of Strategic Services, ReturnPath*)
- **Search** (*Track chairperson: Stephan Spencer, Founder & President, Netconcepts*)
- **Social Media** (*Track chairperson: Ann Handley, Chief Content Officer, MarketingProfs*)

**Please visit the website for additional or to register.**

#### Greening Your Company: Anytime

Rather than providing information on a conference about greening your company, which can enlarge your carbon footprint with air travel, we've decided to help you be more green. Check out this informative [website](#) bursting at the virtual seams with ideas and incentives your company can use.

## Have You Ever Wondered...

### How you can help reduce your company's carbon footprint when it comes to marketing?

In today's struggling economy and our desire to make our planet a safer place to inhabit, why not think about ways to reduce the paper used for marketing materials?

**G**reen marketing is so much easier today with all the new technologies available and more emerging daily. Interactive marketing (see story above) is one step in the right direction. No longer are the days when print advertisements, brochures, and mailers are the only marketing tools available.

With email, blogs, interactive websites, online communities, and other non-print mediums, marketing materials can be green. When making the decision of what marketing solutions will be used, ask the question, "Do we need to have that printed out or can it be emailed?" Emailing a brochure also links back to interactive marketing. People are more likely to reply or inquire if all they have to do is click, "reply" or a hyperlink. It takes more time and effort to make a call or enter a complete URL.

Sometimes printed materials are needed, but considering certain things can help reduce or counteract your carbon footprint. Do your best to only order the number of printed items you really need. If you end up with extras that cannot be used, try to reuse them for scrap paper. At the

minimum, recycle them. If at all possible, have materials printed on both sides and use recycled paper.

When designing print materials, consider the copy. If it's not for a specific event, tailor the wording so it's timeless and doesn't become outdated.

While reducing print materials helps save trees, decreases landfill waste, and reduces polluted air, viewing things on computers does consume energy.

It's a matter of thinking green and doing what we can. See our Reducing Your Carbon Footprint section for tips on how you can help.

## Cool Gadgets

### Pico Projector Displays

This is such a cool new gadget that we just had to share it with you. Imagine being able to display a PowerPoint presentation from your phone. You can also have a conference right from your phone by projecting it on any wall! [Here](#) is where you can review all the details.

## Client Spotlight

### Ms. Jones

*Tell us your title and a little about what you do for your company.*

My title is

*Can you provide some background on your division/department?*

We create marketing programs

*How long have you had a relationship with X?*

Since.

*Do you have a recent success story you would like to share?*

Yes.

*How has X helped with your marketing needs?*

*Do you have any exciting future plans you can share?*

## Lagniappe

It's a French Quarter word meaning a little something extra and it's pronounced "lan-yap." Can you find the orange letters that spell a secret word in this issue? A drawing will be held from all the correct responses received within 24 hours. Email your answer for a chance to win a gift card. The answer will be posted in the next newsletter. The answer and winner will be posted in our next newsletter, and the winner will be notified.

