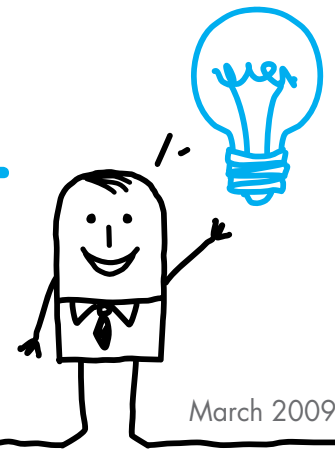


Marketing Shorts

Quick ideas with lasting results from The Idea Factory



March 2009

TIME FOR SOME SPRING CLEANING

Spring is here, and it's time to clean house. Now is the perfect time for all of us to critically re-examine our programs, campaign processes, and messages with a fresh, unbiased eye. Time to sweep away the cobwebs of inefficiency or neglect that might have accumulated in less-scrutinized times.

We have identified 3 areas for close examination; among them:

Permission. It's likely that a number of sources contribute subscribers to your list, and that they use varying degrees of permission—pre-checked box, un-checked box, double opt-in or even opt-out. Put a stake in the ground and make your preferred method the new standard. For the highest level of customer engagement, we recommend double opt-in and an un-checked box.

Your Message. When is the last time you gave the messages you send a thorough critique? You need to examine both marketing and transactional email. Make sure that the technology works, you're within the law and your messages reflect your brand.

Improve what you have already. Start from the ground up, making sure your fundamentals are sound. There's no point building on a shaky foundation; now is the time to shore up.

The Point: Get squeaky clean! As budgets and staffs shrink, spring cleaning can vastly increase your effectiveness and efficiency.



The ShortList

5 Ways to Increase Office Efficiency:

1. **Communication:** Clarity is the number one objective. By keeping the language you use simple, you increase your chances of having your message understood.
2. **Planning:** Keep a yearly planner on your desk that you record repeat projects on so that you can see at a glance when you need to start collecting information on them.
3. **Prioritizing:** Once you know what has to be done, how urgently it is needed, and how long it will take to complete, add the tasks in importance to your work schedule for the day.
4. **Procrastination:** For many people, this is the biggest time thief of all! Eliminate procrastination from your working day and see how much more you can accomplish in your day.
5. **Delegation:** Shuffling a few tasks to team members will free up your time for more specialized work.

