



February 2010

Minding Your Business

Marketing Update



Minding your Business will be e-mailed monthly to Sales and Marketing professionals, including trends in the marketplace, new product info and ideas that you may find helpful in the course of your workday. We welcome any feedback on either the format or content and look forward to providing valuable information to you in the coming year.

Design Incentives News:

Stacie Pinnavaia has earned the Incentive Professional (IP) designation from the Incentive Marketing Association. This designation is the result of training and testing on the design, implementation and execution of Incentive Programs.

Congratulations, Stacie!

Readers of Corp! Magazine have voted Design Incentives one of the Best of Michigan businesses. We're delighted to be among the other great companies that share this designation. Thanks!

Six Predictions for Social Media in 2010:

Corporations look to scale. Big companies have experimented with social network marketing and support one-offs, but the belief is that corporate efforts will become much more programmatic and strategic in 2010.

Social business becomes serious play. Social networking companies move more heavily into entertainment.

Your company will have a social media policy. And it will be enforced! Expect your



[Please click here for the PDF version of this newsletter.](#)

PROS AND CONS OF SOCIAL NETWORKING SITES

Are you on line yet? According to DJ Heckes, CEO of EXHIB-IT! Tradeshow Marketing Experts covers the pros and cons of 3 major social media sites:

LINKED IN:

Pros: 1. Good place to sniff out potential client contacts. Request (and offer!) introductions when it makes sense. 2. Join groups that are of interest; can share best practices, ask advice, share resources or have conversations with similar companies or individuals.

Cons: 1. Networking is not automatic – you'll need to proactively use this tool for it to be effective for you. 2. Most of the groups do not allow solicitations; be sure to read the rules of engagement carefully and make sure you're in the group that makes sense for you.

FACEBOOK:

Pros: 1. More personal than business, but works well for "social" businesses such as casinos, entertainment venues, consumer companies. 2. The softer side of business for people that are comfortable crossing personal and work relationships. 3. Companies can communicate with "fans" that have opted in for their updates.

Cons: 1. Hard advertising is discouraged, so if that's your intent, this is not your venue – you're likely to lose fans with a hard-core sales approach.

TWITTER:

Pros: 1. Social media's #1 attention-getter. People cannot resist checking out the latest "tweet". 2. They've chosen to follow you (or you've chosen to follow them), so again, an Opt-in situation to communicate with your audience. 3. Great medium for quick referrals and to share bits of information.

Cons: 1. Jury is still out on whether Twitter will have longevity. Some believe it's popular today but will be replaced by the next big thing in a nanosecond. 2. It's habit-forming and can be a time-waster if left unchecked.

Source: *Wearables Magazine, Jan 2010 For a White Paper discussing Social Media vs. Management, [click here.](#)*

10 Steps to Writing Better E-Mail Messages

Top 5 Do's:

1. Put important info in bold so it's easier to see.
2. If action is required, say so at the beginning of the e-mail.
3. Keep your signature short and professional. Lose the pithy quote and just include your title and phone number.

company to formalize it's views and rules of engagement for employees.

Mobile becomes a social media lifeline. Forget the cigarette break; you'll be taking social media breaks.

Sharing no longer means e-mail. What we used to forward to friends & co-workers on e-mail, we will now share across networks such as Facebook and Twitter.

Social media looks less social. We will become much more exclusive in our social networking practices.

Source: David Armano, founder of Dachis Group.

How the Wealthy search for Luxury...

Wealthy consumers are avid users of search engines, reported by the Luxury Institute. More than 75% of wealthy consumers (identified as those with household income of \$290,000 and ave net worth of \$2.9 million) use search engines when shopping for luxuries.

78% search to find the best price

77% compare different brands

77% find specific co website

75% search where to buy

72% read customer reviews

Source: NEXT Magazine, 1.18.2010

Livonia office

Barb Hendrickson, President
barb@designincentives.com
ofc: 734-542-9047
f: 734-542-9053

Stacie Pinnavaia, Acct Exec.
stacie@designincentives.com
248-894-6849

To reference our archive of newsletters, or to learn more about our capabilities and experience, reference our website:
www.designincentives.com

The Design Incentives Lines List:
[2009 Lines List](#)

If you would like a particular subject addressed in future newsletters, just let us know. We'll do the research and include

4. Keep the subject line relevant.
5. Proof your e-mail before you send it – including spell check!

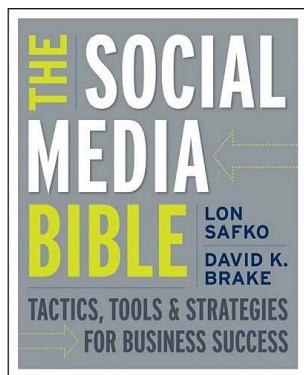
Top 5 Don'ts:

1. Don't type in ALL CAPS even to get someone's attention – put it in bold instead.
2. Don't include your entire team or your boss on every e-mail you send – be selective.
3. Don't send large attachments unless absolutely necessary, especially to a distribution list. When possible, upload files to a shared site and provide a link.
4. Don't send e-mail when you're emotional. Keep it in a drafts folder until you can review with a cooler head.
5. Don't try to be funny, especially to a mixed audience. The odds of being misunderstood are astronomical.

Source: Salesforce XP – Jan/Feb 2010 issue.

Recommended Reading:

The Social Media Bible: Tactics, Tools, and Strategies for Business Success , by Lon Safko & David K. Brake



Virtually every business can use social media to increase sales and profits, and The Social Media Bible will show you how. Part One introduces you to social media, and gives you a helpful framework, and presents practical and tactical tips for using some of these tools. Part Two introduces you to over 100 social media tools and applications in fifteen different categories, giving you a quick rundown of the features and functions of the tools that should become part of your social media strategy. Part Three offers mini exercises and assessments to help you conduct a social media audit of your company, your competition, and your customers, so you can craft the perfect strategy for your business.

If you want to grow your business, you have to stay connected to your stakeholders- whether you're a big corporation, a small business, or even a nonprofit. The Social Media Bible will

show you how to harness the collective wisdom and viral value of your stakeholders and stay ahead of your competition.

Washington Update



Wellness Programs Linked to Employee Engagement & Retention

Employees are eight times more likely to be engaged in their work when their employers make wellness a priority, according to a white paper from Right Management, a subsidiary of Manpower Inc. The study also found that:

it next time.

- An organization is four times more likely to lose talent if its employees have an unfavorable view of its wellness efforts.
- When wellness is a priority, employees are 3.5 times more likely to say they are being encouraged to be creative and innovative.

"The strongest organizations are going to be the ones that attract, engage and retain top talent," says David Arkless, Manpower's president of corporate and government affairs. "Wellness in the workplace is central to an organization's survival. Companies, governments and the like will need to revisit their strategies to ensure that workplace wellness is woven into their plans, as the organizations that don't will struggle to remain competitive."

The white paper, "The Wellness Imperative: Creating More Effective Organizations," is available at www.manpower.com/research/research.cfm.