

Dear Client,

Welcome to our monthly newswire. We hope you enjoy reading this newsletter and find it useful.

Best wishes

John & David

PINTEREST MARKETING STRATEGIES

With over 27 million unique visitors and in excess of 200 million page views a day, Pinterest is one of the fastest-growing social media sites out there, so it's all the more important to leverage it in all aspects of your online marketing efforts. Here are some ways to use Pinterest as part of your content marketing process.

Use Pinterest As A Bookmark For Popular Stories

By pinning stories that people are already talking about, it ensures that your content will be relevant and up to date with popular news stories. Pinning articles on timely stories can be a great way to get a quick surge of traffic to your page. You could also repurpose the pin as content by writing an opinion article based off the original pin, providing either a comment or supporting argument in order to keep up interest in the topic and encourage engagement in your content.

Create Content Based On Infographics

In much the same vein as bookmarking articles, infographics make for great repurposed content, and it helps that Pinterest is full of them. In fact, Pinterest's platform is just a reflection of how popular and important quality images and visually-driven content like infographics have become over the past few years, thus making it one of the best places to find infographics. You can then create an article or comment piece in relation to an infographic and host this article on the news section of your firm's website. You can then place a link on Pinterest and drive traffic back to your site – thus capturing a new source of traffic for your firms' site.

Use Pinterest for Inspiration

Finding the most popular pins on Pinterest can serve as a source of inspiration for your content, allowing you to keep your business's content in touch with popular news stories. On any given day you can find popular pins by browsing different categories and seeing which pins are being repeated, which can help you if your website and content is in a particular niche.

IPHONE 5S AND 5C

Apple have officially announced the iPhone 5C and iPhone 5S. Here is a comparison of the new must-have smartphones.

Let's begin with the iPhone 5C, which is more of a repackaging exercise rather than a new phone. It's essentially the iPhone 5 with an array of colourful polycarbonate shells; the internals, on paper at least, remain unchanged.

Like they did with the iPhone 4S, Apple is debuting new technology with the iPhone 5S. It is powered by a new chip, the A7, which is the first 64-bit smartphone processor, and Apple are claiming that the new chip and 64-bit iOS 7 combine for a 2x performance increase.

iPhone 5S owners don't have quite as many colours to choose from (just silver, grey or gold with a black or white fascia), but they can opt for a lot more internal storage. While the 5C tops out at 32GB, the 5S comes in a 64GB model.

Both the iPhone 5S and 5C feature 4-inch "retina" displays with native resolutions of 1136 x 640. This is unchanged from the iPhone 5.

The iPhone 5S and 5C also both have an 8MP camera, but it's not just about the megapixels when it comes to cameras. The 5S has a larger aperture and its CMOS sensor has a larger active area. It's also surrounded by two flashes (one white and one amber) which should make for much better shooting when artificial illumination can't be avoided.

You can also take slow-motion video with the iPhone 5S, but you can't with the 5C. Whether this is down to the camera, the A7 chip, or both, remains to be seen.

The iPhone 5S is 20 grams lighter than the 5C. At 112g, it weighs the same as the iPhone 5. Its measurements haven't changed either. The 5C is slightly chunkier, though not by much. It's about half a millimeter taller and wider, and 1.3mm thicker.

Apart from the new chip, display, and camera, the iPhone 5S has one other feature the 5C doesn't: the Touch ID sensor. This is likely to be of interest to business users who want security for corporate email accounts. The Touch ID sensor is a biometric sensor in the iPhone 5S home button and scans the user's fingerprint in order to unlock the phone.

STRATEGIC ALLIANCES

In the current economic climate, businesses must look at new ways to win customers. As such, many firms are now looking at strategic alliances which allow them to access new segments of the market.

If properly executed, a strategic alliance can be good for business and good for the consumer. A strategic alliance is similar to a joint venture, in that everyone remains an individual entity but comes together for a single purpose or period of time to create something that could not otherwise be created.

There are challenges that business owners and managers must consider before entering into a strategic alliance with another business. For instance, evaluating each partner's value and capabilities is mandatory before agreeing to an alliance. The who, what, where, when and why questions all need clarification, with failsafe measures which must be agreed and documented before commencing the strategic alliance.

Here are some considerations for any business considering a strategic alliance:

Agreeing to the Terms

It is necessary to identify the areas of interest that are yours and to also identify the areas of interest that are relevant to the other partners. Strategic interests must be similar, and products or services comparable. The figures must add up – each partner must have enough economic benefit for each to remain committed. There must be an operational agreement in place, and it is advisable to engage the services of a lawyer in order to draft this and other terms.

Assessing Contributions

What do you or each partner bring to the alliance? What is each person's purpose and goals? Does each partner have something unique to offer which adds value to the business relationship?

Defining and Measuring Progress

Who is going to define or handle sales? What target market will be pursued and when? How will the revenue be generated and distributed? What will occur if the measurements aren't met? A reporting structure should be agreed and put in place. Regular meetings (perhaps monthly or bi-weekly) should be scheduled and all key stakeholders should attend.

In summary, creating a strategic alliance is not something to be taken lightly.

TIPS FOR PRESS / MEDIA INTERVIEWS

As a business owner or manager, you will most likely have to speak to the press or media at some point in your career. Here are some tips to help you deliver a compelling message when engaging with the press:

Create a Headline

Every time you give an interview, the journalist / reporter should walk away with a clear sense of what the headline will be - and you should be the person who creates that headline in their mind. Prior to each interview, write down your perfect headline. It should be short (no longer than a sentence) and completely compelling. During the interview, state your headline several times, and place as many of your other answers as possible within the context of that headline.

Have a Conversation with the Journalist

Reporters are simply the conduit between you and the audience. Don't try to impress a journalist with the depth of your technical knowledge. Instead, visualise the potential customer who is listening to the news on the radio or reading the morning newspaper. That personal connection will help ensure that you're having a conversation with the audience instead of speaking at them.

Avoid Jargon

Every profession has its own set of acronyms, specialised terms, and jargon that is not understood by the general public. Successful spokespeople know they have to express complicated thoughts simply to ensure their message resonates. Use metaphors, analogies and anecdotes to help make your point. If you're stuck, try explaining your topic in simple terms that say, a 10 year old person, could understand.

Focus on the Positive

Speak in complete sentences and don't give one word answers. If you are asked a negative question, respond with a positive answer – every cloud has a silver lining and there is generally something positive to focus on with your answer. Reflect your business in a positive light as much as possible – everyone wants to be part of success. Speak of your firm's successes and create a positive "vibe" around your brand.

Please contact our office if you would like to discuss any of the issues.