

It takes a disciplined process to produce an accelerated sales cycle.

NvestNtech named a Constant Contact Email Marketing "All Star" for 2009

In early March of this year, we were notified that NvestNtech was awarded a 2009 All-Star Award from [Constant Contact@, Inc.](#), a leading provider of email marketing, event marketing, and online survey tools for small organizations.

We were selected by meeting Constant Contact's best-practice standards for the use of Email Marketing throughout 2009.

As a subscriber, it's your interaction with our newsletter that counts. This is as much your award as it is ours.

Your responsiveness to our newsletter each month provides the statistical measure by which our efforts

are tallied against others.

The award is based on our demonstrating best practices in the effective use of Constant Contact Email Marketing in the following areas:

- Frequency of campaigns
- Open rates
- Bounce rates
- Click-through rates

To demonstrate the effectiveness of our appeal, we have included a table on Page 2 that compares our March, 2010 newsletter with the average across other industries that are similar to our own.



Thanks to you, we have been named an "All Star" for 2009, and we want to share our All Star Award with you.

Our goal is to always improve our customer communication and use the best tools available. We think [Constant Contact meets our need](#) to offer you the best platform to deliver timely news, helpful tips, and guest articles to help you manage your business better.

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Recording features for Tech Support

N2tech's side of the house

Online collaboration software is often used for sales and marketing presentations, or project collaboration amongst coworkers; it can be an effective communication tool with customers and

vendors, too. This useful tool can also be used for tech support in a multitude of ways.

For problem solving of various computer issues, a technician may ask for control of the computer and make a series

of corrections to get it back in working order. Also, the technician can send support files, or offer links to documents that offer solutions to common problems. This remote and virtual problem solving can speed resolution,

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Special points of interest:

- On page 2, Rich Williams offers some valuable advice on how to target your audience
- Because of you, we became a Constant Contact Email Marketing "All Star" for 2009
- Take note of our featured blog Post on a special collection of photos from most of the 20th century

2010 – Get Your Head in the Game

**By Richard M. Williams, President
Connect2 Communications, Inc.**

2009 was tough. Your company got beat down, you got more “noes” than “yeses,” and the best bet might be just to hunker down and wait until all market indicators are point up, right?

Wrong.

Now I'm not saying it's time to break the bank, but it is time to start planning what you do, and just as importantly, how you measure if you have been successful or not. To be successful you have to plan, and careful planning includes understanding your core assets, what the market wants to hear (and what they have already heard), and how each program element can contribute to achieve your goals. It all starts, though, with having goals, of knowing where you want your company to be, being realistic in what you can achieve in a given time frame and then making adjustments along the way as the market and your company evolves.

As stated, the first step in planning your marketing, communications and public relations programs is to understand what your marketing goal is for the year. Ask yourself, “How do I want public perception of my company to change by

“In what ways do I want to change the way my company interacts with its target audiences?”

the end of the year?” or “In what ways do I want to change the way my company interacts with its target audiences?” When you have that answer, you can start to build, and measure, programs to help make that goal a reality. Before you jump into any program, list what you are currently doing and then consider why the industry isn't already making this connection between your company's contributions and the business issue you are solving.

Over the next several weeks, I'll look at the different types of goals companies can set for themselves and then discuss some recommendations as to how you set and measure programs throughout the year. We'll look at the following categories: thought leadership, market leadership, lead generation, competitive threat offsets and category creation.

Let's say your objective for 2010 is that you want the industry to recognize the contributions your company has made to solve a critical business issue for your customers. I would put this into the “thought leadership” category and your next step would be to create a campaign to help you achieve this goal.

Step 1: Before doing anything, you'll need to inventory what you can credibly say publicly about your company's



It takes more than a bright idea to succeed. You need to begin with a plan, and have a defined goal in mind.

products, how it solves a specific business issue and what your customer base is willing to let you showcase about how you are helping them solve it. Next, you'll need to take a critical eye to what your product does compared to your closest competitors to make sure that you're not leading with a feature or functionality that will be considered a “me too” in the marketplace. It's always good to look to define a market need by your product's strengths and your competitor's weaknesses!

Step 2: Now look at who within the industry is writing about the business or technology issue you're addressing with your company's products. Are there two or three analysts that regularly report on this market or that are frequently quoted in the trade media about this topic? Are there editors that write about the topic either in their regular columns, features or as part of

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From page 1: “Constant Contact Email Marketing “All Star” for 2009”

Industry Comparison	Open Rate	Click-through Rate	Bounce Rate
NvestNtech — March, 2010 Issue	25.90 %	38.10 %	2.40 %
* Consultant	13.60	12.00	8.00
* Marketing/PR	13.50	13.50	6.40
* Professional Services	15.40	13.00	6.60

* Source: Constant Contact comparative industry results

From page 2: "2010 – Get Your Head in the Game"

their blogs? Is there someone that leverages Twitter to talk about this topic and usually generates a lot of "retweets" about what they post? If the market doesn't currently give your company credit for solving this issue, a good place to start is with the industry analysts that are covering your market.

Step 3: Evaluate what the people in Step 2 are writing about and develop an understanding of the stories they are trying to tell and what stories they have already told.

Step 4: This is the tricky part. You're going to need to leverage information from all three steps above to create a compelling story that articulates how your company is helping its customers solve this business issue. Your story will have to be informative, relevant and new.

Step 5: You might think you are done once the article(s), report(s), etc. come out, but you still need to see how this story is changing the way people think about you. Once the campaign is launched, are you getting more inbound leads or getting requests for additional interviews? Is your sales team telling you they are spending less time in meetings explaining what you bring to market and instead focusing on selling? Essentially, having a story published, did you achieve the goal of changing the perception of your company? The metrics you create will be specific to what you are trying to accomplish and it's always a plus to understand what these are before you begin.

My next blog will focus on lead generation goals and make some recommendations about ways to help create pull from the marketplace.

About Richard M. Williams

Rich founded Connect2 Communications, Inc. in 2003 to address a fundamental flaw in the agency model - the lack of the understanding and appreciation of a company's business and corporate objectives as they relate to communications and PR strategies.

[Connect2](#) has helped companies like Acme Packet, Hatteras Networks, MetaSwitch and net.com develop PR and marketing strategies that help their clients achieve corporate, business and sales objectives.

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This [article originally appeared](#) in the popular [Connect2 blog](#) on Tuesday, January 12, 2010.

From page 1: "Recording features for Tech Support"

maximize uptime in performance, and offer a higher level of customer satisfaction.

One of the toughest parts of software development is replicating what appears to be a reported code 'bug', or

misbehaving event in the software application. Since each customer's installation is unique, what happens in one instance may not be easily replicated in another. Documenting the events surrounding the software installation and use can be time-consuming and cumbersome for both the customer and the technician.

Turning to online collaboration software like [GoToMeeting](#) can offer not only a truer picture of the situation, but also provide a means to better document the

actual steps that led up to the problem, or event. By using the recording capability in the collaboration software, the

software technician can better manage the steps in evaluating the problem without the need for extensive note-taking during the support session.

The resulting recording can be useful as software developers and support technicians reevaluate the customer experience. Not only are repetitive playbacks handy for watching the events leading up to, and after the event in question, but also helpful when used to bring on additional staff or resources to help solve the problem.

It's best to capture both audio and video. Test the process to ensure that the proper audio connections will capture all

participants in the call. Also, use a naming convention for the resulting recording files so that you can easily locate these sessions as you begin to build a library of 'tapes'.

Since the resulting file sizes can be large, it's often impractical to send them as email attachments. A better option is a third-party online distribution method like [YouSendIt](#), who offers the ease of managing the workflow (send, track, and receive), as well as accommodating larger media files. They offer a wide range of extra services and productivity applications that can address most individual and corporate needs.

One final note. It's important to announce (and document) in advance that the session will be recorded. Attendees should be given a chance to opt-out, or not participate, if they are uncomfortable with the setting.

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Editor's Corner

We are excited about our newsletter award for 2009 and want to say, **Thank You!** It's your continued support of our work that makes this possible. Without your interest and loyalty, we could not have achieved the results necessary to be recognized for our effort.

Having distributed an electronic newsletter for over five years, we enjoy a diverse list of subscribers, as well as guests who access archive copies of past issues from our Web site.



We really enjoy hearing from our readers and subscribers.

As we continue in 2010, we want to be sure that your needs are being met, when it comes to the content and design we offer, in the way of an informative newsletter. We also appreciate when you Forward your copy to others, and we have enjoyed many new subscribers as a result of your referrals. Again, Thank You!

Our goal is to be a welcome guest in your Inbox; we know that the competition for your time and attention is great. If for any reason we lose that appeal, before you go (and unsubscribe), please tell us how we can improve. You are in complete control of your subscription and can Opt-out at any time.

Please send your suggestions, comments, and insight to the Editor at: newsletter@nvestntech.com. If you are new to our newsletter and would like to join our mailing list, [please click here](#).

From our blog this month: "Entrepreneur's Challenge: What do you do with 6,000 glass plates, prints and film negatives?"

If you are one of the longest operating family-owned commercial photography studios in the United States, you bring the collection online and make it available to collectors, advertising agencies, businesses, interior designers, and the public.

No easy task, [Brady Stewart Studio](#) spent four years researching, filing, scanning and printing, a wide array of Black & White, Sepia and Color photographs. This significant collection spans most of the 20th century (1901-1990). There's more work to be done. Brady Stewart Studio will add 25+ images to their web site every week until completed, which they believe will be another few years to finalize the scanning and filing.

That is all fine, well, and good, but how do you turn this into a viable business? Most

of us with any semblance of a collection realize the challenge of keeping track of what we have, the value of each item, and whether or not you can turn it into cash. Far from the average person's 'Cash Closet', how does an independent operator like this compete against the

likes of Getty Images, and other online image providers?

One answer would be market segmentation. Make an effort to concentrate on those most likely in need of a specific period piece, e.g., local museums, architects, non-profits, locally-owned and historically significant companies, etc. Another market would be period collectors who are looking for something that may add to their own collection, or as a family heirloom. Artists and graphic designers are always on the prowl for something unique and different – what's old is new again.

[Click here](#) to read the rest of the story.



This significant collection spans most of the 20th century (1901-1990) - from the Brady Stewart Studio collection.