

INSPIRING MARKETING NEWS YOU CAN USE

The official company newsletter of Multi Dynamic Public Relations Group LLC

www.multidynamicpr.com

A NEW KIND OF NEWSLETTER!

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Welcome to the March/April issue of *Inspiring Marketing News You Can Use!* Bill Gates once said, "If I was down to my last dollar, I'd spend it on public relations." There are numerous reasons why companies fail, but one of the most important differentiators is their investment in their product and corporate branding through the use of public relations.

Product branding is a given as you need to raise awareness about how amazing your products/services are and where your customers can buy them, or when/when to use them. However, corporate branding may be pushed to the side with a grand promise of incorporating it into the following years budget...yet it nets tremendous rewards this year.

Do you have some really great tips...if so we want to hear from you! If you have a positive business marketing or public relations story with sharable insights, tactics or tips that you think would be helpful to this AWESOME audience of **"Multi Dynamicpreneuers"** (micro/small/medium sized businesses), please share it with us. We would love to consider publishing your experience in the "Inspiring Marketing News You Can Use!" newsletter.

Like your product branding, corporate branding creates an identity for your business. One of the most lucrative ways to build up your corporate brand is by creating a cadence of Subject Matter Experts (SME) that can offer insights or best practices about some of the most challenging issues facing your industry, product category, business, etc.

In public relations we call this an Executive Thought Leadership strategy which identifies speaking and media interview opportunities for client SME's. One of the most effective way's to build your corporate presence is to have an active and engaging speaking role at conferences, industry and trade meetings, political events, local community events, etc. Also, talking with reporters about your expertise is another effective way to raise SME expertise and not only build your corporate brand, but products/services as well.

Send your story or link (think article, blog, YouTube, etc.) to contact@multidynamicpr.com, don't be shy...we want to hear from you. If we select your story you will be notified in advance!

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ON TREND THIS MONTH

[A Small Business Guide to Starting a Podcast \[Infographic\] | Social Media Today](#)

Interested in starting your own podcast as you become the face of your business and a subject matter expert in your industry? Allow me to share with you this fantastic “Get Started” infographic that provides a quick step by step guide on everything you need to know. It includes key tips including the kind of equipment you may need, a sample agenda format (18-20 minutes), where to host your podcast, and tips on hosting a great podcast that will keep you audience coming back for more.

[Leading Digital Purchase Drivers Among Adults* Worldwide, Q3 2020 \(% of respondents\) | Insider Intelligence \(emarketer.com\)](#)

MultiDynamicpreneurs, you may be wondering what is driving consumers to purchase products/services. This graph is a helpful illustration that highlights exactly what is influencing customers to buy. If you are a small business wondering which audience perk might work best, take a look. Key research finds free shipping is the number one driver!

The most important thing to think about is what is most important to your customer audience and then use this graph, and additional tactics listed, to compare with your current marketing campaign. Adjust as needed with ideas offered, but remember to align your initiatives with what your research tells you about your audience in order to grow your brand identity. For example, if you are a luxury consumer product goods business think carefully about how you incorporate your couponing strategy so you don't inadvertently change the perception of your high-end brand to something perceived as cheap!

[Snapchat Acquires eCommerce Technology Firm FitAnalytics to Boost its Virtual Try-On Options | Social Media Today](#)

Those of you looking to enhance your e-commerce vision may be interested in SnapChat, which recently purchased FitAnalytics, a technology firm that will help Snapchat users try on clothing virtually! This is an incredibly exciting win for all of us who don't have a natural affection for retail shopping... especially trying on clothes in the light of unflattering fitting rooms.

ON TREND THIS MONTH

The-Power-of-Mobile-for-Loyalty-1.pdf (vibes.com) (Downloadable Research)

If you are using a loyalty program, or considering adding one to your marketing plan then you may be interested in reviewing this free downloadable research on loyalty programs that offers some creative ideas! It provides helpful insights to small businesses that might be using loyalty programs, such as incentivization. Here is a tip... research discloses personalization is key! It also highlights that among consumers "70% have a more positive view of brands with a mobile loyalty card" and that "loyalty programs that lean into this shift will boost engagement and ROI."

Another idea the research shares is the importance of creating loyalty programs that are adaptable across different channels. For example, does your loyalty program include points, and if so does it include a wallet where they can make purchases instantly using those points? Does the wallet feature an opportunity to remember credit card numbers to ease access for future purchases? There are a number of essential tactical ideas here, so be sure to take a read and let us know what you think!

And sooooo....we come to the end of another informative newsletter made with the intent for you to learn, grow, and be inspired! Were you inspired...did you learn something new...let us know.

Remember, don't be shy. Reach out to us at **contact@multidynamicpr.com** with your stories for our newsletter, or questions about how we can help you!



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