



Ideas with **ACCOUNTABILITY**

A Newsletter Published for Clients and Friends of
Goldstein Group Communications, Inc.

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Quick Hits

Asian Quicksand – According to Professor of Management at the University of New Haven, Usha Haley, 70% of companies doing business in China have NEVER made a profit there. Haley is an expert on Asian business and co-author of a new book, *Asia's Tao of Business: The Logic of Chinese Business Strategy*.

Slow Shows – In a survey of engineers and other technical buyers conducted by online directory GlobalSpec, 31 percent of those responding report that they will attend fewer trade shows in 2003 than the previous year.

Zinio Zaniness – Many trade magazine publishers are beginning to offer their publications in an electronic version. Now, through a magazine “reader” called Zinio, you can flip through pages of an exact duplicate of the print book, with every ad, article and even business reply card in place. The magazines are anxious for this new format to take off, as it speaks to the preference of younger, new readers, as well as provides a dramatic cost savings in printing. One of those young readers, however, had an interesting perspective on why he prefers to receive the online version of his magazine. Overheard at a trade show, he explained that when his boss catches him reading a magazine, he thinks he’s not working. Not so when he’s reading the same magazine online! Sounds like Dilbert is alive...

Journalists Say PR Pros Fail to Follow Through After Contact: How to Distinguish Yourself from the Hoard

David Strom — tech editor at VARBusiness magazine, founding editor-in-chief of Network Computing magazine and longtime tech



journalist — fired off a blistering salvo against "lazy PR" recently when he condemned practitioners who fail to follow up. No — not following up as in calling to make sure your release or pitch arrived. Rather, the criticism was levied at PR pros who secure interviews, face-to-face meetings or product demos with journalists, particularly during press tours — and then disappear.

"My guess is fewer than 15 percent of the visits I take have any subsequent follow-up component," he wrote. "That's a big waste of my time and the vendor's money." In particular, Strom targeted PR pros who accompany execs and then fail to take notes during meetings with journalists. "Whatever it is they are doing, [these PR practitioners] aren't going to be following up on what was discussed," he reported. "I can guarantee you that the companies that will get ink (or electrons if we just post to the Web) will be the ones that actually followed up on my requests and got me what I needed to do my stories. It is that simple. Following up is a lost skill, let me tell you."

He offers this final perspective: "Great follow-up is a true art — practice it. When we have specific interests, get back to us with concrete, real data. If you don't have the information, call and tell us. There's no shame in that — at least you followed through. We'll remember that."

Source: Media Relations Insider newsletter

Hitting the Road: Press Tour Guidelines from One Who Knows

Long time business journalist Jon Titus, who's working on a book on effective public relations and media relations, has spent more hours than he cares to count in ineffective "press tour" presentations. Here's the list you'll find in his forthcoming book for converting those meetings from something editors dread to productive sessions that generate favorable coverage.



1. Spend only an hour. Less than that leaves the editor with the impression that the meeting wasn't worth his/her time, and more than that leaves them distracted by the deadlines piling up back on their desk.
2. Always educate. If your meeting doesn't teach the editors something, then it wasn't a good use of their time. If you fail to meet this standard, they will be less likely to see you the next time. If an editor gives you an hour, make sure they leave the meeting with something THEY consider valuable.
3. Realize that editors are not, as some people think, just looking for anything to fill their pages. An editor of a monthly magazine typically has perhaps 10 new items he or she can choose to write about during a typical month. Your visit needs to answer why your topic is more important than anything else he/she will hear that month.
4. Schedule your most important editor meetings on the tour over a meal. It allows for a more relaxed exchange, one in which you can build

relationships rather than just seek coverage for the latest new product announcement. Warning: some editors find this format, while enjoyable, difficult to take notes. Be sure you know the preferences of the editors you're inviting.

5. Don't ask editors to sign a "Non-Disclosure Agreement." It offends them, and it's not necessary since they'll honor information embargos anyway. Titus tells the story of a large multinational that asked him to sign an NDA; "I refused, and they told me everything they were going to present anyway."
6. Make sure you prime the presenter about the editor's background, so you tune the presentation to account for the editor's technical competence, familiarity with your company, upcoming article opportunities, etc.
7. Throw away the portion of the presentation that deals with your most recent organizational chart and detailed history. Editors want to know how you'll help their readers do their job better. The biography of your newest Vice President of North America doesn't make the cut.

Awards and Honors

The agency celebrates the accolades of our peers with several awards received this fall:

The annual report written by Goldstein Group for Keithley Instruments was named by the National Association of Investment Clubs as the best electronics industry annual report, the fourth year Keithley has won this award for its annual report. GGC produces this annual in conjunction with its partners on the marketing communications staff at Keithley, including Marcom Manager Ellen Modock and Creative Director Bob Louis.

Three client programs received honors as part of the Public Relations Society's "Cleveland Rocks" award competition:



- A "Silver Rock" goes to client E-T-A Circuit Breakers for its trade show promotion. The direct mail and eMail program increased by 500% the number of leads E-T-A generated at the large National Manufacturing Week event this past year, even while maintaining high lead quality: 19% of the leads generated this year were classified by the client as "A" quality leads. Congratulations to Mark Johnson and Cyndi Friedel for their work on this account.

- Another "Silver Rock" was presented to Keithley for its web seminar program, run by GGC and now in its third year. The program originally was conceived as a way to reduce the cost/lead of its former road show presentations, in which engineers visited various cities to conduct tutorial seminars in various hotel meeting rooms. The webcasts, broadcast now globally, dramatically increased the audience for these presentations and cut the cost/attendee to 1/10th the cost. Congratulations to Laurel Brennan of Keithley and Cyndi Friedel for their work on the webcast program.

- A "Gold Rock" award was presented to GGC for its work for Danaher Controls, a multi-national based in Chicago. The agency's brand-building and lead generation programs for Danaher were named as the best Business-to-Business

program submitted in the awards competition. The complete program included market research, direct mail, advertising, eMail, online advertising, web management, print collateral and public relations. Congratulations to Cathy Lehmann, Cyndi Friedel and Mark Johnson for their work on the Danaher account.

In addition, Joel Goldstein was the guest speaker at the Cleveland American Marketing Association. His presentation was titled, "Brand-Building: Online and Offline." Goldstein also spoke this summer at Duquesne University's Entrepreneur Conference on "Killer Content And Other Keys To Using The Web To Market Your Business." [Click here](#) for the white paper distributed at both briefings, "Marketing for Impact in an Uncertain Economy."

Email Numbers Remain Compelling



In terms of response rates, email is still king in direct marketing programs. While email no longer generates the heady click through percentages of two years ago, when the concept was novel, marketers still find that as a component in the marketing mix, email communications programs remain one of the most cost effective techniques for lead generation.

GGC will distribute 1,000,000 emails this year for clients, both to internal addresses and external, rented lists (no spam, of course). Click through rates for rented lists continue to be strong, at an average of 2.9%; internal response rates, which you'd expect to be higher, indeed are: 8.6% average response rates to a client's internal group of customers.

Is Your Online Newsletter Performing?

Most newsletters are boring, and now that print newsletters have migrated to email, they've continued to be just as boring. The mistake: most companies take a very "me-oriented" approach to writing newsletters, thinking readers are interested in promotional information about the company. Of course, they're not. Rather than wanting a commercial, what readers want to read in a newsletter is the same reason they read anything: give me information that will help me do my job better.

Is your email newsletter worth the investment, or just another reason for recipients to hit the delete key? Here's one metric: open rates for a newsletter (those who open the email and read it) should be no less than 50 percent. That's the standard subscription or paid email newsletters have begun applying, so corporate newsletters should be no less engaging to their audiences.

Secondly, your click-through response on an email newsletter should fall within the 3-4 percent range, to know whether your readers are not only opening and reading your content, but actively seeking details on the information you're providing.

Voice Mail or Email: Which is More Urgent?

If you want an answer to something NOW, should you send someone an email or leave them a voice mail?

According to a recent poll by At-A-Glance, the company that manufactures work planners, more employees respond immediately to voice mail than to email.

Forty-two percent of the surveyed workers said they respond to voice mail as soon as they return to their desks, while just 36% said they respond to email as soon as they return.



How Much Is a Week Worth?

Marketers often talk about the value of time to market, that the first company to introduce an innovative new product or idea receives a head start that leads to tremendous profits and shuts out rivals.



While MBAs at Harvard and Wharton have long published studies to document the financial advantages of such “first-mover” status, here’s a real-world example that shows in rather stark terms the importance some execs place on beating your competitors.

Developers at Microsoft were in a mad rush to market last year as they prepared to launch the company’s new X-Box game system. The stakes were high, as PlayStation and Sony were planning similar launches, all timed to appear during the critically important holiday buying season.

Meanwhile, in another set of conference rooms, manufacturing engineers were debating the merits of installing a new semiconductor production technique that would allow Microsoft to cut production time for its products. The \$75 million price tag seemed high for a manufacturing investment, they thought. However, when the X-Box marketing decision-makers learned that installing the new system would allow them to ship its X-Box to retailers one week earlier than planned, the \$75 million manufacturing “expense” quickly became a \$75 million marketing advantage, and they approved the new technology.

Web Search Hints

Businessweek magazine reported recently that we search Google, Yahoo and other Internet search engines 550 million times – each day. Yet, with all that searching, few of us use some of the basic hints and tricks to find that arcane bit of data we need. Writer Ben Elgin made these suggestions:

Put phrases that you’re seeking in quotation marks so the search engine only returns those listings that have the phrase together. For instance, searching for “gourmet stock” would return all sites that list that phrase together in a sentence, rather than all the sites that mention the word gourmet, and all the sites that mention the word stock.

Think of how information would be worded in a sentence on a web site, since that’s how most search engines index their listings. For instance, to find JFK’s



birth date, rather than searching on “John F. Kennedy” and “birth date,” search on “John F. Kennedy” and the word born, since it’s more natural for born to appear in a sentence than birth date.

To find hard to uncover data, try locating databases within Yahoo! by including the word database in your search, or by visiting invisible-web.net, a directory of statistics and databases.

And don’t be reluctant to use the “Advanced Search” function on most engines. Despite its name, it helps even basic users refine their searches and is not designed for only sophisticated users.

Ideas With Accountability

The philosophy of our agency is based on the principle of Ideas with Accountability. What this means to us is that the ideas an agency produces must withstand a test more rigorous than just creativity. The idea must actually work in the real world demands of the marketplace; it must be affordable by the client; and, when accepted, it must be implemented properly by the agency. These four criteria make up the philosophy of “Ideas with Accountability” that drives the programs created by Goldstein Group Communications.



Goldstein Group Communications, Inc. is a technology advertising and public relations agency specializing in creating measurable results for business-to-business clients.

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