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Which "WOW" Gal do you know?



WOW! Free Marketing Tips

by Lynda Kavanagh aka The "WOW" Gal, WOW Communications & Training Corp.

Calgary: 403 515-0022 / Lethbridge 403 329-0179
www.wowcommunications.ca

Welcome to the first 2012 issue of "WOW Goodies"

2012 Small Business Trends:

We thought we would devote this newsletter to emerging or anticipated trends that may help, hinder or affect your small business' grow. Here are the top five our research has uncovered (in no particular order):

#1 - Smartphones:

It is estimated by the end of 2012 more than 51% of Canadians will be using their Smartphones to access the Internet. And, right now Tablets are the #1 method of purchasing online products. This means that you need to take a close look at your website and ensure that it is "Smartphone and Tablet friendly". You can check your Google Analytics for the mobile stats to see how active smartphones are on your site.

#2 - Video rocks:

Online video now makes up 50% of all consumer Internet traffic. On any



Give WOW a test drive!

FREE
Sales workshop
"6 Sales Tips for selling during economic turbulence"

Let's be realistic. Both time and money are precious these days. Most businesses don't want to hire trainers or coaches without assurance of good value. At WOW we understand that if you have never worked with our company before, then how do you know we can provide knowledge and expertise to you? Soooooooo, how about a test?

We want to make you feel secure about the sales and marketing help we can provide for your business. To do that, we

given day 100 million people will watch a video online. This means that whatever your Internet presence is (website, blog, facebook, twitter) you need to add video to the mix. This could be an online video brochure, a tour of your store, video newsletter, instructional video or client testimonials. A recent stat indicated that people want videos longer than 15 seconds. But with videos, as with all your marketing, make sure they look professional. The #1 clue that a video is done by an amateur is the lighting is too dark, the 2nd clue is the sound is muffled.

#3 - Social Media:

Ya, ya I know you are sick of hearing that you should get serious with social media. But this year you ABSOLUTELY have to act on it. This is becoming huge in small business, after all what other marketing opportunities will reach a huge number of potential customers for free? Social media is reshaping the way companies engage with customers across the marketing, sales, product development and customer service spectrums. I just read a 2011 report that says 80% of online visitors use social media daily. But for mini, micro and small businesses this presents both an opportunity and a challenge. The challenge is most businesses don't have the time to figure out how to conduct social media activity effectively. The opportunity is that it is free marketing. So if you don't know how to get started, call us.

#4 - Changing Consumer Behaviour:

Since the economic crisis of 2008 - 2010 (and some say it is still here!!), consumers' buying habits have changed. If you are running your business in the "same old" way you may be finding that those tried and tested methods are not working any longer. Consumers have more choices these days as other competing businesses may be offering lower prices, more service and more selection. Loyal customers, that you have had for many years, are now looking around before they spend their hard-earned money. This means you can NEVER take a customer for granted. Learn from Kodak, who this month filed for bankruptcy protection, they refused to keep up with the times and provide customers with what they wanted. They thought customers would stay loyal to the Brand. So much for 103 years of history.

#5 - The "Kingdom of One":

The number of people moving into the Entrepreneurial world is sky rocking and especially in sole businesses where the owner is the only employee of the business. It's now being called the "Kingdom of One". But... that doesn't mean you are alone. There are multiple ways to make your Kingdom bigger and better. For businesses is there a way you can

want to offer you our **"try before you buy"** option. Come to this free session on Sales. We'll give you tips that you can implement immediately ... and if you like what you receive in the FREE session, then we can discuss the variety of coaching packages that can be tailored to your business. *(If you like the FREE session, can you imagine the great information, direction and knowledge you will receive if you purchase one of our WOW packages?)*

Lethbridge Session: Feb. 7/12, 7 - 8:30pm [DETAILS & To register](#)

[Register now - minimum 10, maximum 20](#)

Calgary or other locations, be the hero of your community. Find a venue, pull together a group and invite us up to share these tips with your circle of business associates. Send us an email if you are interested or if you'd like to be put on our list for public sessions offered in your area. [Email](#).

Next FREE Workshop:

8 Mistakes Businesses make with their Marketing

Lethbridge Session: March 13, 7 - 8:30pm [DETAILS & to register](#)

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Business Highlight
Pro Plant Care, Lethbridge

help these solo Kings or Queens? For the solo, you can join networking and business clubs, look for mentors, hire experts in areas you are not knowledgeable in or join with other entrepreneurs and form your own Advisory group specifically for your business.

I'd like to proudly introduce, and thank, my company's Advisory group. These folks have my best interests in mind, they don't pull any punches, they tell me the truth and they open doors of opportunity to me. They have proven to be my most faithful cheerleaders and they are invaluable to me and my business. My Advisory group members are:

- **Lesley Colburn-Swartz, Pro Plant Care www.proplantcare.com**
- **Vicky Miller, Honkers Pub & Eatery www.honkerspub.com**
- **Robin Gardner, CANHOST Group www.canhostgroup.ca**
- **Gillian Nish, excuserv plus inc. www.execuservplus.com**
- **Al Sabey, Pixel Works Inc. www.pixelworks.ca**

Please go to their websites and see what they can do for you.



What does WOW do?

We provide business coaching and training on sales and marketing issues.

You can unsubscribe from this email at any time, just look at the bottom of this email and follow the link. Then let me take this opportunity to say oops Sorry! We apologize for any inconvenience caused by you getting this email without wanting it... but we hope that the Marketing Tips prove useful.

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Today's office and commercial environments are seldom without interior and/or exterior landscaping. Create a lasting impression on both your clients and employees by improving air quality and satisfying people's proven psychological need for living plants.

Did you know that you can increase your employees' and customers' feelings of well being by 84% and filter 87% of the toxins in your air, by adding plants to the design of your workplace?

Pro Plant Care is at the forefront in helping our clients to do just that. The owner of this business is Lesley Colburn-Swartz in Lethbridge. More details at

<http://www.proplantcare.com>