


Happy New Year!

2012

What do you
want to
GROW Today? Five Marketing Trends to Watch in 2012

Inbound Marketing is Mandatory



Inbound marketing brings customers to your door through social media, blogs and SEO to name a few. With a lower cost per lead than outbound marketing (emails, direct mail, advertising), smart marketers will build plans with both inbound and outbound components as an integrated strategy. Small to mid-sized businesses have lots of great examples from their larger B2B peers and will use inbound tactics more.

Content is King...Again



We've been talking about the importance of content for years. It's the foundation of nurturing after all - give before you get. Content is also the key to success for inbound marketing. Blogs, social and SEO (link baiting) all require fresh and engaging content to keep inbound traffic flowing. Watch your inbox for upcoming NurtureNotes and blogs where we will focus on helping you create a winning content strategy.

Renew Your Vows



Companies will recognize that going after new customers is a great way to grow business - nurturing existing ones is the way to sustain it. Existing customers, business partners and prospects you've been in touch with are the most powerful (and least expensive) leads you have. In addition to purchasing new lists, it's important to refresh and verify the accuracy of the list you already have. Professional list services like Nurture Marketing's B2B Contacts can help you purchase, append and verify your lists.

Stamps Make a Comeback (Yes, Stamps)



Direct mail will regain momentum as an effective part of the marketing strategy. Focus on powerful pieces to targeted groups rather than mass blasts across your entire list. Look at the cost per lead, not just the cost per touch to see the real value of direct mail. Boost your results by adding dimension to your mail or creative packaging. It deserves a spot in your plan alongside inbound, social and email marketing.

Weak Economy = Strong Marketing



Weak economies have directly impacted marketing (no secret there). Instead of cutting marketing budgets, companies will increase marketing spend and shift their messaging to one that promotes VALUE. Expand your marketing reach and give customers compelling and proven reasons to spend their money. Marketing "fluff" is so 2011.

Marketing Services

Channel Programs

Thank You

To those of you that took time out of your busy schedules to complete our NurtureNotes feedback survey...Thank you!

We hope you like the new format and welcome your comments, suggestions and questions all year round. Email [Michelle Etherton](#)

Blog

Four Marketing Trends that should END in 2012

Now that you know the marketing trends to watch in 2012, learn what trends we hope to never see again! Warning: must appreciate total honesty. [Read more](#)

SURVEY

What is your TOP Marketing Resolution for the New Year?

[VOTE NOW](#)
and see what others think!

FREE Marketing Stuff

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