



Last Minute Holiday Blitz-in'

Despite the inescapable jingles and gift guides and cinnamon-scented-everything, does it ever just seem like the holidays have managed to sneak up on you?

We get it.

For small businesses, especially, it's easy to get caught up in immediate projects and deadlines, as well as new clients and looking ahead. It can be difficult to remain "in the moment" - and sometimes, that means suddenly looking up and realizing it's 2019.

(That goes double in South Florida, where we don't get colorful leaves to give us a much-needed "Season's Greetings"!)

If you feel like you've lost the chance to launch a great holiday campaign, we're happy to say there's still time for a last-minute marketing blitz. Here are a few easy ideas you can execute to ensure you don't miss out on this important year-end touchpoint:

- Take a few minutes to write a heartfelt, standard e-mail that goes out to everyone on your list. Ideally, personalized touches and dynamic designs are nice; but when the clock's ticking, it's better to commit to a genuine e-mail than forget to send anything at all. If you do have time, we suggest partially segmenting your lists (like customers, vendors, contractors, prospects) so you can at least customize the messages a bit - and better track responsiveness.
- On that note, it's easy to reach out to people in one swoop with social media. Create themed posts for your platforms that can roll out steadily in the weeks ahead; you can schedule them all in advance. You'll even have time to share discount codes within this campaign, which is a great way to drive sales and collect leads while sharing loads of holiday spirit with very little hassle.
- It's definitely not too late to decorate your storefront or offices. Sometimes, it's the little in-person, point-of-sale touches that drive revenue and leave a lasting impression on your guests.
- Last, we all know a picture says a thousand words. If you're hosting any office holiday parties, snap a pic to share with the people who care about your brand. Seeing your team happy and relaxed and having fun at work is a great way to spread cheer. Similarly, you can send a round-up of highlights looking back on your great 2018 - and welcome recipients to join you in an equally merry New Year. (Bonus: The end-of-year theme gives you some sneaky extra days!)

So, good news: If you buckle down now like Santa's belt on Cookies Eve - er, Christmas Eve - you'll find there's still time to catch up on your holiday outreach in the weeks ahead.

And of course, if you need a few extra elves to help you make magic happen at the last minute, you can always reach out to your friends at Mad 4 Marketing.

Now make like a reindeer and get Blitz-in'!



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MAD 4 OUR CLIENTS



Broward Sheriff's Advisory Council



Turkeys on Tables

Our client, The Broward Sheriff's Advisory Council, purchased 4,000 turkeys and stood side by side with members of the Broward Sheriff's Office to give them out to our neighbors in need just before Thanksgiving. Efforts like these are meant to help strengthen BSO's ties to our community, and are one of the many things this organization does to support our First Responders.

MAD 4 OUR COMMUNITY



We know giving back to the community is especially important during the holiday season. That's why the weekend after Thanksgiving, Chris, teamed up with the Las Olas Company's, Vann Padgett to raise money for the Salvation Army of Broward County on Las Olas Blvd. Even without ringing a bell, Star drew in the most donations.

IN OUR BLOG

[Your Roadmap to Customer Satisfaction - Every Time!](#)



It doesn't matter what your company does...[Read More](#)



Diversity Matters

One of the most prominent buzzwords during this month's annual Advertising Week NY summit was "diversity." Leaders from the marketing industry, in over half a dozen panels and forums, discussed how important it is to reflect diversity in your campaigns - without relying on clunky messages, shortcuts, or stereotypes.

How do you authentically include diversity in your marketing plan?

To start: Make a genuine effort, especially during your research and planning stages, to understand how your audience segments already break down in terms of diversity, to examine how you can build upon those efforts to connect with the needs of broader audiences. Adding diverse voices on your own team is an important goal to ensure you're being accurate and inclusive in the best ways. You'll also want to find out how you can customize your brand experience for the audiences who you're seeking to engage, if you're not already touching on those important benchmarks.

(Although, if you're not, it's time to learn why - and decide what you're going to do about it.)

It's a sensitive subject, but it's an important step for all brands to be taking - and taking seriously - as we head toward 2019.

That's not only for your own benefit, obviously (though you're sure to do much better than brands who make no effort), but also because advertising is a huge part of representation in society, and it's time to own up to that responsibility within our industry.

If you're wondering how you can highlight diversity in your advertising, ask how we can help you kick-start those all-important research and strategy phases to set you up for success.

Should You Be Advertising on Amazon?

In 2018, Amazon became one of the top websites for targeted advertising. Not only is it now one of the main places that marketers go to post highly-customized ads - just behind Facebook and Google - it's also (and perhaps more importantly) a place that consumers go to gain information about products, and they place a high level of trust in the intel they receive from this website.

A year ago, over 300 million people were using Amazon, and over 80 million of those were loyal subscribers who pay to take advantage of deals through Amazon Prime. Needless to say, this is an opportunity that you can, and should, start taking advantage of!

How does advertising on Amazon work? There are several options. One is the tried-and-true method of posting paid banner ads on Amazon pages, as your company relates to the product that someone's shopping for - or a related interest (if they're shopping for dishware, you might come up for them because you're matched to shoppers who enjoy cooking, for example). If you're already selling on Amazon, sponsored posts will help you get more eyes by moving your items to the top of a search results list, or suggesting it as an alternative for a similar item with strong matching keywords. You can also pay for custom landing pages that will boost your presence and impact in a major way.

Another great thing about Amazon is that there's a wealth of real-time information at your disposal to help guide when and where your ads should display, based on purchasing decisions by a loyal audience. Amazon makes it much easier to find your company than through a random search, and it's usually visited by people ready to buy ASAP, unlike with Facebook or Google.

Want to learn more about the benefits of advertising on Amazon? We're Primed to help.

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MAD 4 OUR CLIENTS



At Mad 4 Marketing, we've had the pleasure of working with our friend Charlie Silveria of Silveria Painting. After a brand discovery session, resulting in a new logo and tagline for his business, we've designed and developed a new website and brochures which will be ready later this month!

MAD 4 OUR COMMUNITY



The Symphony of Americas is celebrating 30 years and we are proud that they will be recognizing Chris as one of the previous honorees of their Style and Substance Award.

The three decades of making music will be celebrated at a luncheon at the Ritz Carlton on October 18th. Seen here from left to right at the reception announcing this milestone event - Linda Cooke, Paul Sallarulo (event co-chair) and Christine Madsen, 2011 Honoree.

IN OUR BLOG

[5 Secret Perks of Small Business](#)



Not everyone is cut out to work for a small business-and if you're making it work right now, you should pat yourself on the back!

Small business can also mean a lot of things: It can mean a [...Read More](#)



Hot Tip: Data's Not the Boss of You

As you probably know, we're big advocates of using data to guide your marketing strategies.

But we'll also be the first to admit that it's possible to go too far.

By overanalyzing, you can box your clients and customers into niche segments that prevent you from approaching them in more creative ways. Obviously, people don't always fit inside a neat little box — and besides, everyone's needs and tastes change with time.

(Plus, you don't want clients and customers to start thinking that *you're* just a one-trick pony because you've chosen to only market one thing to them, always the same way.)

We want to help you avoid what's probably the biggest mistake you can make when it comes to very targeted ads — and that's Mirror Marketing. *Read on for more...*

Look Out! The Problem with Mirror Marketing

Mirror Marketing is an echo chamber where people tell you what they like (with their dollars or words) and then you tell them what *they'll* like — based on what they've already told *you*. With this closed loop, you wind up limiting yourself rather than expanding your exposure as intended.

There's also the problem of flawed data. For example, survey-takers may give you the answers they think you want — like over-reporting their interest in the product you're asking about.

Then again, if you rely solely on your more accurate sales data to inform you, you'll be marketing exclusively based on the people who are already buying. Plus, your techniques may be limited in scope — for example, thinking Charlie only likes cheeseburgers, because that's what he usually orders, and emailing him a cheeseburger coupon on Tuesdays, when he usually gets takeout — rather than discovering new approaches and new audiences.

The solution, of course, is to get creative and look outward — away from the reflecting pool of your usual research. Explore new communities on the fringe of your sales: for example, find out where those 3% of college-aged burger-buyers are coming from and how you can capture more of them. (Cater for the local campus?) Or find out who's buying your veggie burgers and how you can get them to come in more. (Maybe add something vegan?)

Or ask your standard audience about their favorite condiments, instead of asking how often they buy burgers. In a more roundabout way, you can begin to sketch out a profile about who your current buyers really are and improve your relationship with them.

You may learn that most plain burger eaters prefer spicy mayo. Then, try recommending new items they might want to try — like the tater tots with spicy dipping sauce — based on their likes and past purchases. Not only might that get them through the door more often, they'll also simply be happy that you're thinking of them and paying attention to their tastes.

For more thoughts on why creative human minds are still more essential to marketing than AI — (and why your best bet is *really* a little bit of both) — tell your nearest machine to [Contact Us](#).

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MAD 4 OUR CLIENTS



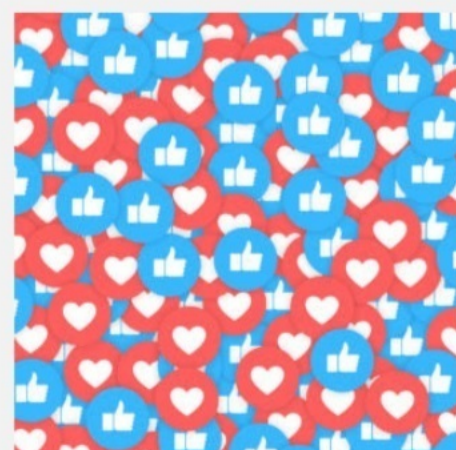
We're thrilled to be working with our long-time friend, Pam Stephany, to brand and launch Pfeffersnaps™, a Pfenomenal cookie of her very own creation. So far, Mad 4 Marketing has developed her tagline, brand messaging and logo, designed product package labeling, business cards, and art directed photoshoots. We are currently programming the Pfeffersnaps.com website so cookie lovers across America can look forward to ordering their very own bag of Pfeffersnaps™ online!



Veronica Venable of Mad 4 Marketing working with Photographer Mike Zimmerman

IN OUR BLOG

Are Millennials the Last of the Lead Generation?



If you're hoping to expand your reach or grow your clientele, you're probably already employing lead generation strategies ...[read more](#)



Avoid the Dreaded 'Unsubscribe'

It's unavoidable: At some point, people go through a deep-cleaning phase and try to empty their inbox of nonessentials. Your e-blasts might wind up on the chopping block. But when someone wants to unsubscribe, they'll use your legally required opt-out link. This leads to a landing page, where they must confirm their desire to leave – meaning you have one more chance to retain them. Here are a few persuasive tactics you might borrow to get your followers to stay:

- **Let us do better.** You can invite them to change the frequency of the emails they receive from you, or only receive a certain type of email. By asking what they want, even if they choose to leave, you'll gain valuable intel about why.
- **Remind them why they chose you.** This is a great chance to speak directly to your followers and thank them for their interest. Your message can remind them of the great offers/deals/news and other benefits of your e-blast and why they might want to stay.
- **Offer an incentive.** This is an opportunity to provide a discount if the subscriber stays with you or answers a few questions about why they were unhappy with your emails. You can still retain them as a customer or redirect them to follow you on social media.

Hot Tip: Every social media platform you operate should have its own distinct voice and purpose – giving people a reason to join them all. Promoting what makes each space unique is a great way to increase your followers across all channels.

Another simple example: Use a newsletter, like this one, to link to your website (a no-brainer, really!) or use your website to encourage people to follow you on social media.

As always, the key to successful marketing lies in coordinated, compelling (cross-) communication.

Have You Mastered Your Social Marketing Cross-Fit?

When we talk about marketing cross-fits, we're not talking about the CrossFit gym regimen that'll have you flaunting your six-pack in a two-piece by the end of swim season (or so their hype would have us believe). We're talking about finding the right fit with social media cross-promotions.

That means striking the right balance when it comes to advertising one of your products or services on another one of your platforms – without driving your audience crazy from seeing too much of the same stuff or having your brand oversaturate their feeds.

Companies who have mastered the art of cross-promotion are prolific on social media. They might thoughtfully share curated posts from Instagram on their Facebook feeds, for example, hoping to get people to follow them on both. You might want to tweet a link to an Event Page on Facebook, since it's easier to share and manage event info there than on Twitter.

We know marketing is not one size fits all! That's why we're here. Ask us how we can help you master your email and social marketing!

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MAD 4 OUR CLIENTS



As of May 1st, the very-popular Miami Beach Marina became a part of the Suntex Marinas family. Able to accommodate vessels up to 70ft, this is certain to be a flagship property for them! We are both proud and excited to be responsible for marketing this new property.



IN OUR BLOG

QUICK MARKETING PICK-ME-UP FROM STARBUCKS



We're used to getting a quick burst of inspiration from Starbucks, but it usually comes in the form of a flavored latte with a double-shot of espresso. Today, it comes in the form of a new marketing...[read more](#)



Smart Business Essentials

For smaller enterprises that THINK BIG!



Quick Tip: Always Pick a Pic on Facebook

Want an easy way to gain more organic reach with your posts on Facebook?

Let's say you want to share a new article from your website. Rather than click its Share on Facebook button, or copy-pasting its URL, go directly to Facebook and click Photo/Video. Upload a pic that goes with your article. Now you paste the link into the text box for the photo post. Photo posts always have more organic reach on Facebook than the standard "What's on your mind?" text posts, so it's an easy way to double or triple the eyes on your article and boost traffic to your site.

Are You the Host with the Most?

In the heart of summer -- with vacations and beach days and extra hours of sunlight -- the last thing we want to be thinking about is the start of fall. But when you've got a full convention season just around the corner, you should be planning how to make the most of your appearances.

One way to do that is by securing a hosting slot at one of your industry's prominent conventions. By sponsoring, leading, or producing one of these events, your company's name and logo will appear all over the materials promoting it. They'll also be everywhere throughout the conference (think: banners, maps, programs). And you'll have the chance to put a strong brand ambassador in front of a crowd to represent your business to a very niche audience relative to your field.

It might be a big investment to host, especially for a larger conference, but it's also a huge way to stand out from the crowd -- and we know these things can get very crowded. Maybe, instead of picking two or three events to attend this season, you could choose one to host. Check the ROI: If this year doesn't get you more business, new connections, or at least greater name recognition than usual, you could always switch back to the tried-and-true technique next fall.

See How Far an Idea Can Go

There's no reason that a great idea should only serve one purpose. Get the best bang for your buck by stretching your brilliant product or solution as far as it will go.

Obviously, you don't want to be known as a one-trick pony. (For example, if you make a splash giving out branded umbrellas, it doesn't mean you should only advertise on rainy days from now on!) But there are some instances where this line of thinking is very smart -- and cost-effective.

For example, you can repurpose content. If you have a newsletter, like this one, make sure you post its content to your blog, as well. If you get a wonderful thank-you note from a client, see if it can also be used as a testimonial. RFPs can take a lot of work to put together, but they often have the latest language and statistics about your company, and the meat inside can be used in many meetings, proposals, conferences for months to come. You can also repurpose strategies, like an ad dissemination schedule from 2014 that makes sense to tweak for 2018. Without reinventing the wheel, you spare yourself manpower and can pull up something you already did the legwork on.

The best way to make the most of your existing great ideas is to create a system of cataloging the resources you already have on hand. Then you'll always have somewhere to start, and you won't even need to waste time pondering whether you'll need to create something all-new.

MAD 4 OUR CLIENTS

FLORIDA MEDICAL CENTER

a campus of North Shore

HEART INSTITUTE OF FLORIDA

Due to our extensive experience with health care marketing, Florida Medical Center has entrusted Mad 4 Marketing with creating a fresh design approach to their print collateral. We look forward to transforming their literature and creating a unified, impactful look and feel to help reflect the excellent services they provide.

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Rotary Club of Fort Lauderdale



Our President, Chris Madsen, is proud to be a member of the Rotary Club of Fort Lauderdale and is always willing to jump in and support their wonderful causes.

The Rotary Water Projects are especially important. The work done by this club helps supply hundreds of people, mostly children, with clean drinking water. This is something easily taken for granted.



Chris and Account Strategist, Laura Pierson, are on the Water Projects Committee and are helping to establish some social media presence for this cause. They also provided support for a recent fundraiser by developing and posting social media graphics to promote a trip to South Africa that was being auctioned off at the Rotary Installation Dinner.

[Click here](#) to learn more about this amazing project.

IN OUR BLOG

5 TIPS TO BOOST YOUR FACEBOOK REACH



In July's newsletter, we wrote about how you can easily grow your organic reach on Facebook... [Read more](#)



Marketing Forecast

The groundhog may see a long winter ahead, but we've spied a few trends on the marketing horizon that are burning hot. Get ready to take action this year by looking at forecasts from a few non-furry experts with their ears to the ground in the advertising world.

Advertising's Word of the Year

The Association of National Advertisers revealed that our new Marketing Word of the Year is "transparency," according to hundreds of members surveyed online at the end of 2016. It was closely followed by "customer experience" and "influencer." Previous winners were "content marketing" (2015) and "programmatic" (2014)-and variations of those once again made it into the finals, so they're not going anywhere soon.

Feedback in support of "transparency" included:

- Consumers want to do business with brands they can trust. That goes to the heart of transparency.
- When marketing agencies make transparency a priority it has shown to positively impact their culture and increase loyalty and stability internally.
- Transparent blogging has become a trend as well and is a great step for companies to become more open to consumers.
- This generation has brought us into a new communications era where their interests lie more in what the brand stands for.

With this information on hand, how will you continue to build open, communicative relationships in 2017?

Hot Trend: Virtual Reality

At first it just seemed like the giant sunglasses trend was getting out of hand, but sure enough the Consumer Technology Association confirmed that virtual reality headsets are popping up everywhere - and they're going to experience a huge surge in sales this year. They anticipate that the tech sector will sell 2.5 million units (79% over last year) for \$660 million in revenue (43% increase) in 2017.

After years of complications and setbacks, virtual reality headsets seemed like an implausible sci-fi fantasy - no matter how many billions of dollars tech companies like Facebook invested. Today, multiple companies are competing in the VR market with brands like Oculus Rift, Samsung Gear, and HTC Vive. Obstacles include making better (less buggy) products that are more affordable to everyday buyers, with applications that go beyond gaming (like interactive movies and international meetings).

As marketers, that means it's time for us to begin strategizing how we're going to make the most of advertising in VR. We need to know who that (growing) demographic of headset buyers is, and how to speak to them about the products and services that our clients offer. We also need to be able to tell clients how VR platforms capture analytics and measure ROI. Since this is a new enterprise, businesses will surely have a lot of questions before plunging in. We will get them excited for the opportunity.

As with all exciting emerging trends, when the field opens to us, we'll want to be ready. This year, Mad 4 Marketing has its eye on virtual reality.

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MAD 4 OUR COMMUNITY

Challenge Air



The Rotary Club of Fort Lauderdale, working with the non-profit Challenge Air, hosted free 30-minute rides for children with disabilities on Saturday, January 28th. Mad 4 Marketing president, Christine Madsen, was a volunteer helping to assist 100 very special children receive the gift of flight. Some of the young participants even took over the controls momentarily, so they could realize that challenges do not mean limitations, and also build confidence and self-esteem. Challenge Air is a nonprofit established in 1993 by a paraplegic naval aviator. The program has sent over 35,000 children with special needs soaring into the sky.

Mission Possible



Chris and Laura enjoyed working with the team at Saint Anthony Catholic School to develop a new Mission Statement for the school. After taking them through a discovery process they were able to define what was really important to the school and craft a message that resonated with the faculty, parents and students. Great job everyone!

MAD 4 OUR CLIENTS



Mad 4 Marketing is excited to be working with our newest client, TransHire. They are a local staffing firm that has been in business for over 30

years! We applaud them and look forward to a long and mutually beneficial relationship as we support their branding, web presence and sales efforts.



IN OUR BLOG

3 IDEAS TO OUTSMART AD BLOCKERS



Ad blockers can be the bane of any hard-working digital marketer's existence.

[Read more](#)





On-Demand Marketing

Whether it's buying groceries with a tap or banking through an app, we're all getting accustomed to click-and-go commerce. And as this way of life becomes the norm, it also starts to become expected. Soon people will be agitated when they can't buy a latte with a wave of their phone.

Whether it's automated updates, live customer service chats, or scanning a tag to learn about a product, people anticipate total access these days. When someone's ready to buy, they expect you to know their preferences and have their information stored. That's where on-demand marketing comes in. Your data always needs to be automated, your information always needs to be accessible, your lines of communication should always be open.

That means marketers have to become more savvy to help companies provide the intuitive customer service and breezy point-of-sale experience their customers crave. For you, it's more important than ever to be diligent about choosing an agency at the top of their game.

Never Disconnect



Except when people are literally unconscious, we're pretty much always connected to each other digitally. It makes the world feel a little bit smaller, and that can be used to create a sense of familiarity, or even intimacy, between you and your clients or customers. For example, if someone can exchange tweets with your company on Twitter, or ask questions about a product directly on your Facebook page, the line becomes very blurry between "business" and "buddies."

The cool thing about an audience that craves contact with you means that you have frequent excuses to reach out and deepen your relationship with loyal customers. Even if you're just reminding them that there's an update for your app, or their gift card needs replenishing, these points of contact will serve to reinforce your all-important lines of communication.

The 60 Second Close: Instant Gratification Generation

It's tempting to paint the instant gratification generation in bold strokes and imagine this cohort as tech-driven, me-first Millennials. But the truth is that it's now an embedded part of our culture to crave rewards immediately. After all, who doesn't want things right now?

Although this demand can put pressure on your company to perform, remember that it also means that you can reach and retain your audience more easily than ever before. They want to give you their data; they expect an email from you. And as long as you continue to make it easy for people to get what they want, they'll never go looking anywhere else. That's why it makes sense to invest in the demands of the instant gratification generation.

Assessing what your audience wants (not to mention what the competition is already offering) will help you conserve your budget and pinpoint areas of improvement. To help you take a closer look at your on-demand marketing potential, we're happy to schedule a meeting--instantly, of course.

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MAD 4 OUR CLIENTS



Spoiled by our client!

Chris and Brianna were given VIP status for the Hawks vs. Miami HEAT game this past Sunday. Our long standing client, South Florida Commuter Services, has created customized sponsorships with the HEAT to generate community awareness about their alternate ways to commute to work.



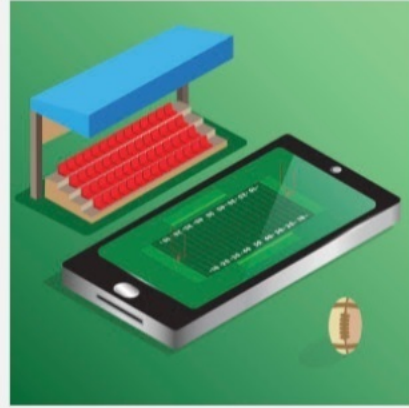
The Carpool Cam was one of the many tactics seen throughout the game.

Because of this endeavor Chris and Brianna enjoyed a behind the scenes tour of American Airlines arena (including a group shot on the court during warm up), ate a delicious meal in a locker room with a special guest speaker and watched the game.

Go HEAT and SFCS!

IN OUR BLOG

A New Contender on the SUPER BOWL Scene



We all know that the Super Bowl is only 20% about the sports, and 80% about the commercials. Commercial... [Read More](#)



Marketing Calculator