

July 14, 2009

# 5th insight™

Want to set your company apart from the competition? We'll show you how. Your business will never be the same.

## WHAT'S NEW ON THE WEB?

When it comes to the Internet, there's no place for old news. Not surprisingly, the best-trafficked websites embrace what makes the Internet so powerful: instant, up-to-the-minute information. How can *your* website harness the power of now? With a dynamic news section that keeps visitors coming back for more. Here's how:

### 1. Keep it Current

Current doesn't mean this year, or even this month when it comes to the Internet: with 24-hour a day access to the latest information you have to compete for attention. Because news section postings must be dated to give them context, it's clear which companies are current and which are not. If posting news items with regularity and committing to keeping customers informed isn't feasible right now, a news section may not be the best option - a resources or article archive may be better.



Give customers the power of instant news, and keep your website at their fingertips.

### 2. Keep it Relevant

Not every news item needs to be about your company directly - obviously significant in-house events are noteworthy, as are major achievements or initiatives. But don't ignore the bigger picture - those that are interested in your products and services are

likely to be engaged with industry events, and how your company and industry connects with the world at large. If a major news story breaks that your company can validly comment on, do it!

### 3. Keep it Positive

It's impossible to ignore when things go wrong, whether it's a product recall or a downturn in sales. But, by focusing on the positives and crafting messages that also address the negatives, your business will look and sound like a proactive and authoritative organization that is on top of developing issues. Expose customer or industry problems and illustrate your organization's solutions and successes in dealing with them. This helps customers and prospects see you as strong, reliable and a stable, dependable vendor.

### 4. Keep it Coming

Just what is 'newsworthy'? The main stumbling block for many companies is their assumption that if it wouldn't make the front page of the newspaper, it isn't worth posting to their website. Not true! Product updates, customer success stories,



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employee achievements, community outreach - all of these help your customers and prospects feel a connection with your company and enable them to see you as the best place for their business. It also keeps you top of mind in a variety of relevant areas over a longer period of time.

#### 5. Keep it Up!

Even after a news item is no longer current, be sure a searchable archive of past postings is available. This enables visitors to review or access any information they like, whenever it is applicable to them. Each historical news item clearly shows your commitment to providing valuable information to your customers and prospects and clearly outlines your past achievements, both of which add to your corporate profile and legacy.

Staying top of mind is the key to maintaining successful relationships and securing new ones. Your website is your most vital marketing tool that continually evolves - never think of it as a one-time investment but rather as an opportunity to connect with your market place, every day.

*Regular communication with customers and prospects has never been easier. Call 5th business today and take your website to the next level!*

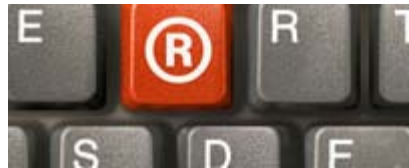
### 4 Ways Corporate Social Responsibility Earns Big Returns



The decision to implement a corporate social responsibility (CSR) program can be both philanthropic and strategic: CSR activities can be leveraged to build positive brand equity, acquire customers and attract exceptional people.

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### 5 Tips for Trademark Success



A company's brand can be the most valuable asset that a company owns. According to the World Intellectual Property Office, the NIKE trade-mark is estimated to be worth \$12 billion (US)! But a trade-mark can become worthless if it is not adequately protected.

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### NSK KEEPS CUSTOMERS IN THE LOOP

When NSK Corporation's Aftermarket division wanted to reach out to customers and prospects in two key industry markets, 5th business recommended an eye-catching and informative online newsletter to keep busy readers interested.

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### WOLFEDALE BLOWS CUSTOMERS AWAY

When Dial One Wolfedale Electric needed to get out the word about renewable energy and their equipment and installation services, they turned to 5th business for a direct mail piece that would turn customers green.

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### 5th POLL

How important is it to your company to use green marketing options?

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