

Marketing Trends

Word of Mouth Marketing

By Kelly Koepke

If you haven't yet heard about the new movie "Waiting for Superman," you soon will. The film examines our nation's crumbling public school system, and its marketers have targeted the average person to increase buzz as it slowly rolls out across the country. Commit to telling 10 friends and you can donate \$5 to schools in need through the movie's website.

The way movies gain momentum is perhaps the most visible example of word of mouth marketing, whether it's a deliberate technique or an unplanned side effect for those charged with getting audiences into theaters. Films like "An Inconvenient Truth," the "Blair Witch Project" or "Paranormal Activity" had relatively little or no marketing budgets. In the end, their success depended on viewers telling others.

A recent study by WPP Group's Kantar Research, "Measuring Word of Mouth Marketing," (<http://www.nmncite.com/?p=488>) reported that the recession has changed how consumers make buying decisions, and that an even stronger reliance on what our friends and neighbors say will continue as the economy recovers.

"Word of mouth is the primary factor behind 20 to 50 percent of all purchasing decisions. And its influence will probably grow: the digital revolution has amplified and accelerated its reach to the point where word of mouth is no longer an act of intimate, one-on-one communication. Today, it also operates on a one-to-many basis: product reviews are posted online and opinions disseminated through social networks," the report says.

Marketers should take at least two of the report's conclusions to heart. First, embrace the new level of transparency by facilitating a public forum for your brand, and include social media in the marketing plan. Central New Mexico Community College has done just that. Whether CNM converts potential students into tuition paying students isn't clear to CNM Marketing Specialist Miranda Evjen though. What is clear is the school's intent to provide students a place online to share their voices.

"Our social media efforts [Facebook and Twitter] provide an avenue for people to get questions answered quickly rather than visiting three or four different offices. The sites are more accessible to students, and it seems like they are using them as resources more and more. We ask users to give each other advice, and they do."

Not surprisingly, Evjen says CNM often finds that students just want sympathy for the challenges they are facing, whether in class or in their search for parking. "We've converted people into loyal fans and followers because we said 'sorry.' People just want to be heard, and social media is an avenue to bring students together in community."

Accolades

Local Chapter Wins Programming Excellence Award

Selected from among 76 chapters across the United States, the American Marketing Association recently honored the New Mexico Chapter with an award for Programming Overall Excellence.

"As an Excellence winner, we feel great responsibility not only to our own members, but to the marketing community as a whole in New Mexico," said Chapter President Kim Jarigese. "Receiving this honor emphasizes our efforts and dedication to our mission to be the leading resource for continuing education, career development and peer-to-peer networking. We hope that with this recognition, even more members and non-members will visit our quality events." Kim Gusta, vice president of programs, has prepared an exciting lineup of speakers and events for 2010-2011. For more information, visit <http://nmama.org/category/events/>.



Now's the time to join!

In today's economy, a membership to the American Marketing Association is an essential investment.

- Stay current with marketing trends
- Network through member resources
- Increase the value of your organization

Join before November 9 at a reduced membership rate and receive **FREE** gifts from AMA.

Sign up a buddy at the same time and you both get your first NMAMA Lunch & Learn for **FREE!**

Visit:

nmama.org

NMAMA
New Mexico American Marketing Association

UPCOMING EVENTS

Thurs., Nov. 4

Java Talk

Top 5 Public Speaking Tips

Speaker: Laura Mathis

Thurs., Nov. 18

Lunch & Learn

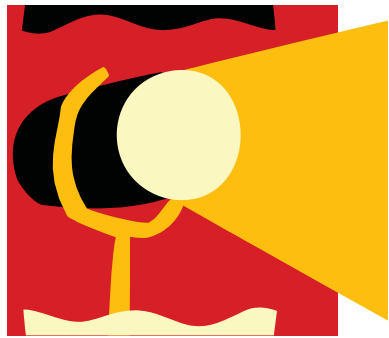
Web Success Series

Speaker: Mark Allan Thayer

Thurs., Dec. 1

Member Holiday Social
Casa Esencia

For more information on these and additional programs, please visit <http://nmama.org/>.



CAMPAIGN SPOTLIGHT

NMAMA Membership Drive

By Ellen Cline



Craig March
VP Membership,
NMAMA
President, March
Direct Marketing

What's an organization without members? The New Mexico American Marketing Association counts on its membership committee to recruit new members and remind existing members when it's time to renew.

Craig March, vice president of membership, is very pleased to have four committee members this year who take time out of their busy days to volunteer. With five people working on membership, it only takes a little time from each to make the committee very effective.



Shane Francis
Account
Director, National
Cine Media

The committee's main focus is keeping in touch with members and recruiting new ones. Craig and his committee members send out emails and make calls, letting members know when it's time to renew. As chairman, Craig also calls those who have attended NMAMA meetings and

expressed an interest in joining the organization. As part to this year's membership campaign, there will also be a direct mailing



Susan Kownacki
Director of Marketing,
Blue Sky Tours

to a list of business owners, plus marketing and sales people.

"The biggest challenge to membership this year and last has been the economy," says Craig. Yet he says that despite the

recession, NMAMA membership levels have remained steady. He feels the strong membership numbers show that business owners and marketing people understand the value of NMAMA, including networking and educational opportunities.



JR Lopez
Director of Sales,
Adelante
Enterprises

This year's membership campaign is now underway. New this year is the "Sign up a Buddy" promotion, where new members can refer a friend or colleague to NMAMA and both receive their next Lunch & Learn for free. But don't wait. The time is limited for this special offer, reduced membership rates and

a number of other membership bonuses, including valuable coupons and prepaid MasterCard gift cards for new members.



Rebecca Lynch
Senior
Advertising
Account Executive,
New Mexico
Business Weekly

For more information about starting or renewing your NMAMA membership, contact Craig March at craig@marchdirect-marketing.com.

ABOUT NMAMA

The New Mexico Chapter of AMA provides a forum for the educational and professional development of its members by hosting numerous events and programs throughout the year. For more information about events, membership or getting involved, please visit www.nmama.org or send an email to info@nmama.org.

Officers 2010-2011

President, Kim Jarigese
President-Elect, Angella Alba
Past President, James Martinez

VP of Communications/PR, Biljana Blizanac
VP of Finance, Bill Walters
VP of Membership, Craig March
VP of Programs, Kim Gusta
VP of Records, Dohnia Dorman
VP of Development, Bianca Thayer

CAREER CORNER

Director of Marketing

Presbyterian Healthcare Services

Skills: Master's degree in Marketing, Business or healthcare administration preferred. Eight to 10 years experience in leadership roles in comparable organizations. Five years experience in similar leadership role. Knowledge of integrated healthcare systems preferred.

Primary Functions: This position is directly responsible for the branding, marketing and advertising that lead to customer acquisition, engagement and retention. Proactively manages the marketing functions of the delivery system and health plan, and designs approaches that lead to customer growth and increased revenue. Accountable for measures of brand preference and customer growth targets. Influences

the customer experience throughout the system. Responsible for aggressive brand management and leadership with an eye toward consistency in all communications. Accountable for performance of external advertising agency and other key marketing partners.

For more information on this and additional job postings, please visit <http://nmama.org/category/resources/career-center/>

For more information on marketing jobs in New Mexico, please visit <http://nmama.org/category/resources/career-center/>

For more information on marketing jobs throughout the country, please visit <http://www.marketingpower.com/Careers/Pages/JobBoard.aspx>



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Editor
Ellen Mather

Graphic Designer
Leah Blaugrund Sandman

Contributors
Ellen Cline
Kelly Koepke