

Marketing Trends

The Four "Cs" of Choosing an Agency

By Megan Fleming



Local or national? When it comes to selecting a marketing or advertising agency, that's the equivalent of the often-asked New Mexico question: "Red or green?" And just as with the culinary query, there is no right answer.

Case in point: two recent campaigns promoting tourism in New Mexico. The State of New Mexico asked M&C Saatchi, an international agency network with offices around the

country, to develop a multi-media marketing campaign encouraging people to tour the state in search of clues about Billy the Kid. Meanwhile, the town of Taos hired Albuquerque-based Griffin and Associates to create an extensive campaign to promote local tourism for the town.

Some clients say that national agencies have fresh viewpoints, access to advanced technologies, and even a certain cachet. But does working with a national firm necessarily yield better work? Absolutely not, says Del Esparza, president of Albuquerque-based Esparza Advertising.

"We have a very mature advertising community in New Mexico and really strong creative minds in this state," says Esparza. He adds that local agencies and creative teams also tend to have more at stake. "We live here and have an affinity for New Mexico, so we have a vested interest in the success of each campaign."

Rather than focusing on an agency's location, clients should consider the "Four C's" of choosing an agency. These factors can help determine if a firm -- whether it's local or national -- is the right match.

- **Contact:** Are frequent, face-to-face meetings required or can most of the meetings and presentations be conducted via conference call or video conference?
- **Cost:** National agencies, especially those located in large metropolitan areas, tend to have higher fees. Can the budget absorb higher rates and the expense of any required travel?
- **Capability:** No matter where it's located, an agency must have the talent to create a successful campaign that matches the client's goals. What technical and creative capabilities are required and do the agencies under consideration have those skills?
- **Chemistry:** A client should feel confident and comfortable partnering with an agency. If the chemistry isn't right, the partnership simply won't work. 🌐



Social Media Marketing Trends

Ever wonder exactly how much impact social media has had on our society? The statistics are staggering, as you'll see when you use your smartphone to scan the QR code and check out this video.

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23rd Annual
MARKETER of the YEAR
Awards

Compass Award
Call for Entries Opens:
January 2012

Awards Banquet
April 19, 2012
Crowne Plaza Hotel
(formerly Hilton Albuquerque)



UPCOMING EVENTS

Thursday, October 20

Lunch & Learn: Successful Campaigns & Client Relationships

Your success relies on positive relationships! Frank Duran of Kilmer Kilmer Marshall Duran and Serena Lyons with Lovelace Health System explain why good relationships are the cornerstone of a successful, long-term brand.

11:30 am - 1 pm

Hilton Albuquerque Hotel

Thursday, November 3

JavaTalk: Social Media & Your Brand: Strategy, Implementation, Tools & Tips

Presenter: Stef Miller, thinktapp

7:30-8:45 am

Goodwill Industries

Thursday, November 17

Lunch & Learn: Go Mobile: 10 Steps to Success

Presenters: Lisa Abeyta (AppCityLife)

11:30 am - 1 pm

Hilton Albuquerque Hotel

For more information, please visit <http://nmama.org/>.



CAMPAIGN SPOTLIGHT

The Benefits of Membership

By Kim Gusta

Becoming a member of the New Mexico American Marketing Association is a smart investment in your career. If you're considering membership, here are some great reasons to do it:

- **Excellent Local Networking.** You'll be a part of Albuquerque's premier professional marketing organization.
- **Resume Enhancement.** Employers love marketers who care enough to invest in their professional development.
- **Outstanding Professional Resources.** You'll have access to AMAConnect™, AMA's new online community, with its cutting-edge journals, white papers, webcasts, seminars, conferences and more. You can also use it to connect with other professional marketers.
- **Powerful National Networking.** You'll join over 20,000 members in 78 chapters nationwide – a powerful network of active marketers, researchers, and academics. Use AMAConnect™ to build new connections with marketers you might otherwise never meet.
- **Save Money.** As a member, you save \$15 on every monthly luncheon and attendance at Java Talks and social events is free.

Still not sure? Here's a sampling of the resources you'll receive when you join. This complimentary white paper series is available for a limited time:

- Social Media White Paper (available at AMAMarketingTrends.com/Social/)
- Mobile Marketing White Paper (available at AMAMarketingTrends.com/Mobile/)
- Global Marketing White Paper (available at AMAMarketingTrends.com/Global/)
- Marketing Strategy White Paper (available 10/26/2011 at AMAMarketingTrends.com/Strategy/)
- Marketing Analytics White Paper (available 11/9/2011 at AMAMarketingTrends.com/Analytics/)

For more information about joining NMAMA, visit www.JoinTheAMA.com or contact Rebecca Lynch, VP of Membership, at vpmembership@nmama.org.

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New Mexico American Marketing Association

We'd Like to Hear From You!

What do you think of the chapter newsletter? Do you have a story idea, comment or question? Let us know!

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GET LINKED IN

Join NMAMA as we tap into the power of online networking! Members and associates are invited to connect to the new NMAMA LinkedIn group, where you can contribute to and benefit from marketing education, professional development, and become part of this important forum for sharing industry knowledge.



To join, go to <http://www.linkedin.com/gropus?id=4031741>

What prompted you to join NMAMA?

"The educational and networking opportunities have cemented my loyalty to the organization."

—Jane Pelz, Marketing Coordinator,
Sandia Laboratory Federal Credit Union

"The opportunity to associate with other marketing professionals in our community, to network, and to learn. Most especially, to know I'm not alone, that there are other people dealing with same challenges I am."

—Anjali Solomon, Director of Marketing, Applied Research Associates, Inc.

ABOUT NMAMA

The New Mexico Chapter of AMA provides a forum for the educational and professional development of its members. For more information please visit www.nmama.org or send an email to info@nmama.org.

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The NMAMA newsletter is produced quarterly by select members of The WriterGals, a network of independent, creative communications professionals. For more information and individual profiles, visit www.writergals.com

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