



THE REVENUE ACCELERATOR™

2nd Quarter, 2010

**High Impact Business Growth
Solutions**

**www.marketdevelopment.net •
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From The Editor

Welcome to the 17th issue of *The Revenue Accelerator™*. This publication was established as a direct result of recommendations from a recent Market Development Group, Inc. (MDG) client satisfaction survey. The purpose of the newsletter is to provide practical revenue and profit generator tools for MDG clients, colleagues and friends. The MDG staff encourages our readers to give feedback on the articles included in this newsletter. This issue will focus on social media topics. We welcome any suggestions of articles or topics you would like to have included in future issues.

Eric W. Wiedenmann

President/Founder

Market Development Group, Inc.

Contents:

2010 in Perspective

By: Eric Wiedenmann

Do Not Ignore Social Media, It Is Not Going Away – Ignore It At Your Own Risk

By: Eric Wiedenmann

Which New Social Media Should You Use?

By: Forrest Anderson

About Market Development Group, Inc.

2010 In Perspective

By: Eric Wiedenmann

As you may recall, in the Q-3 2009 issue of ***The Revenue Accelerator***, MDG refused to participate in this Great Recession.

At the end of Q-1 2010, MDG is having a breakout year due to the following strategies and client engagements:

- Green initiatives
 - *Tire recycling*
 - *LEED building*
 - *Solar energy*
- Turnarounds/preventing plant closings:
 - *New markets*
 - *Sales Territory Time Management*
 - *Market Assessments*
 - *Customer Surveys*
- Medical devices
- Homeland security
- Fire protection

Even in the great depression of the 1930's there were still a myriad of companies that thrived and prospered. **MDG is helping our clients not participate in this Great Recession.**

Do Not Ignore Social Media, It Is Not Going Away – Ignore It At Your Own Risk

By: Eric Wiedenmann

According to a social media market study by Michael Selzner sponsored by the Social Media Success Summit 2009, an overwhelming majority (88%) of the marketers say they are now using some form of social media to market their businesses. This is a relatively new form of marketing as 72% stated that they have been using it for less than a year.

Twitter, Blogs, LinkedIn, and Facebook are considered the top four social media methods used by marketers. Each of the social media methods has their own strengths, weaknesses, and unique groups of primary users.

If you have not done so already, interview a sample of your top 10 to 15 customers and ask them if they use or plan to use social media for the purpose of gathering information to make informed buying decisions for your products or services. Also ask them how they use or plan to use social media to gather critical customer feedback and market trends. The answers to these questions will allow you to make more optimum use of your limited time and money, and to craft a social media strategy that will work for you.

Which New Social Media Should You Use?

By: Forrest Anderson

When I attend presentations on social media, presenters invariably give an ever increasing list of social media. And in virtually every presentation, someone asks how to choose which social medium to use, when there are so many available.

How To Choose the Best Media

The best way I know of to determine the best media to use to reach a given stakeholder group is to ask that group which media they use. This is no different for social media than it is for advertising or PR. And though there still are many ideas regarding how best to evaluate the effectiveness of social media, determining which social media stakeholders use is as simple as surveying them.

I refer you to *Groundswell*, the excellent book by Charlene Li and Josh

Bernoff. They note the importance of gathering "Social Technographics," or information on a target audience's social media habits. Which social media they use? How engaged are they in social media (do they blog, do they post comments, do they lurk, do they not even follow)?

However, I strongly urge you to build a complete media profile. Do not stop with these "Social Technographics." Ask general media questions regarding stakeholder use of newspapers, magazines, television and radio. Ask where they would expect to find or look for the kind of information you would like to share with them. You may learn it likely will be more effective to use traditional media.

Who to Survey and How

It also is critical that you not do an online survey, unless you have strong reason to believe your entire target group is online (e.g. CIOs or CTOs of hi-tech companies). Use a telephone or mail methodology so you don't mistakenly "learn" everyone you talk to is using the Internet, when in fact, you have only surveyed the members of your stakeholder group who are.

What Social Media Can and Cannot Do

What traditional media cannot do is create the kind of engagement and interaction that is unique to social media. So, if your goal is that kind of interaction, you may wish to look for a way to use social media. The point I'm trying to make is: social media won't work if a substantial percentage of your stakeholders do not use it.

Meeting on the Road Ahead

However, you may hypothesize the people you want to reach are likely to use a specific social medium in the near or longer-term future. The research you do may suggest your audience is moving in this direction. In that case, you may want to commit resources to using that medium, but be aware that you are anticipating your audience rather than meeting it.

Forrest W. Anderson provides communications research, evaluation and strategy consulting to for profit and not for profit clients in virtually all industries. He also acts as an ad hoc research director for clients and PR agencies. You can reach him at 415-513-5042 or e-mail him at fanderson@forrestwanderson.com.

About MDG

Market Development Group Inc. (MDG) is a professional organization specializing in value added, quick turnaround and fast payback of sales, marketing and product management solutions for entrepreneurial, mid-sized and Fortune 500 companies. MDG has over 100 clients worldwide.

MDG Provides the Following Benefits to Its Clients

Revenue/profit growth by finding and developing new sources of revenue

- Sales and marketing programs implemented timely and cost-effectively
- Gathers and provides critical market research to help clients make better informed strategic decisions
- Increased competitive advantage through "SWOT" (Strengths, Weaknesses, Opportunities, Threats) Analysis

MDG Difference/Why You Should Work with MDG

MDG provides a unique blend of customized, practical, objective, timely and cost effective business development, market research/market intelligence and "road maps" to successful

What Our Clients Say About MDG

MDG was a significant factor in taking a business unit from six figures to middle seven figures. He has some "quick and dirty" ways of getting a lot of information without spending a lot of money and time.

Ron Prescott - President, RJP Inc.

He's dependable, he's thorough, he meets his deliverables, and he keeps you informed.

John Pendergrass - COO, TRW-Lucas NovaSensor

Eric is a very focused, cost-effective way to generate marketing information and strategic data.

Dave Marshburn - Sr. Director, Seagate Technologies

MDG provided me with a marketing plan that I could use to develop a larger client base. MDG can zero in on what the objective is, reduce some of the minutia you're going through, and put together a marketing program that really works for you.

Darren Merritt - VP,

program implementation services. MDG's mission is to deliver a fast R.O.I. to all clients. As an objective independent service provider, MDG is able to craft creative solutions for our clients. MDG is the originator of "The Rapid Response High Impact Sales Plan™."

Boardwalk Investments

MDG is proactive, has excellent follow-through, and exceeds service expectations.

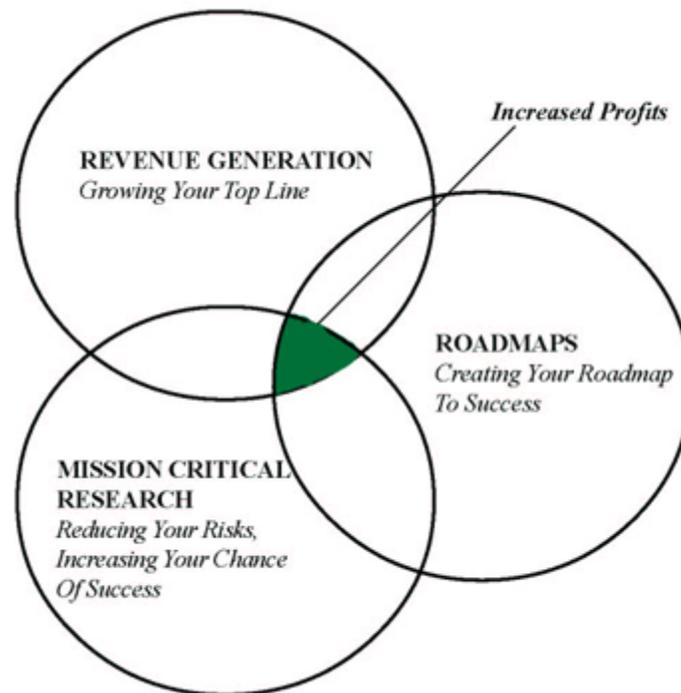
Todd Schuelke - Vice President, Eclipse Group, Inc.

Eric's willingness to take the extra step, spend the extra hours and pull the team together was a big ingredient to our current success.

Albert R. Steele - President, CBC Industries

Increasing Sales and Profits Quickly and Cost Effectively

This Is How MDG Helps Its Clients





Revenue Generation:

- Increasing Closure Rates
- Finding Untapped Markets
- Time/Territory Management
- Developing New Vertical Markets
- Business Development



Research:

- Helping Companies Make the Right Mission Critical Decisions
- Customized Market Research
- Competitive Intelligence
- Opportunity Identification
- Customer Surveys
- Finding Acquisition Candidates



Roadmaps:

- Strategic Marketing Plans
- Rapid Response High Impact Sales Plans

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