



AUSTRALIAN
MARKETING
INSTITUTE



EMERGING
MARKETERS

EMERGING MARKETERS NEWSLETTER: FEB 2011

Top 10 Marketing trends in 2011

1. **SMS Messaging:** as a means of customer interaction (polling, coupons, etc)
2. **Mobile Websites:** more important than ever to take your site mobile with smartphones sales up 55%.
3. **Optimisation techniques:** for mobile sites which differ from traditional optimisation.
4. **Smartphone applications.**
5. Increased focus on **local search** via google places, Gowalla and FourSquare.
6. **Social media** sites integrated into major search engines for ranking purposes.
7. **Website speed:** needs to be top of mind for all website owners and designers.
8. **Increase in keyword cost:** industry experts are predicting an 8% overall increase.
9. **User Generated Content (USG):** 14% of users trust traditional advertising while 78% trust the word of a fellow consumer.
10. Ipad and netbooks are requiring designers to **optimise their sites for varying screen sizes.**

Taken from Seoskye.com



Time to bowl

Emerging Marketers enjoying a healthily competitive game of bowling just before Christmas to celebrate the year that was and gear us up for the holiday season. A great time was had by all with some crazy high scores by some unexpected people.

Emerging Marketers log-on to Facebook and Twitter

Emerging Marketers members can keep up-to-date with all the latest news, photos and discussion topics via Facebook and Twitter. Emerging Marketers encourage all members to not only join the page but leave any feedback and comments on past experiences you have had with Emerging Marketers.

[Click here](#) to visit Emerging Marketers on Facebook.

[Follow us on Twitter.](#)

IN THIS ISSUE >

2	Become an AMI Student Member	4	Up-coming AMI Events
2	Have You Heard About These Jobs?	4	Emerging Marketers Committee
2	Jokes of the Month	4	Sponsorship Opportunities
3	Trendwatching		
3	Marketer Profile		

| Become an AMI Student Member |

Memberships start at \$33 for a 12 month package, with even cheaper rates available for 2-4 year memberships.

Benefits of membership include:

- Subscription to Professional Marketing magazine, the AMI's official publication,
- Access to B&T online - marketing, advertising and media articles from industry professionals,
- Online delivery of the AMI newsletter, Marketing Update, and
- Discounted AMI and Emerging Marketers events.

Visit www.ami.org.au/Membership/Categories/student_membership.asp?src=top to kick-start your marketing career today!



| Have You Heard About These Jobs? |

Sales and Marketing Coordinator - Energy Response - Closes February 28.

Media Marketing Coordinator - News Corporation (Sunday Times) - Closes February 21.

Marketing Coordinator - Betts Group - Closes Mar 1.

Functions / Marketing / Promotions Coordinator - Kewdale Tavern - Closes soon.

Community PR Coordinator - West Coast Eagles - Closes February 25.

Each of these jobs are currently advertised on www.seek.com.au - so get searching today.

If these jobs don't interest you, perhaps consider doing work experience - it is a great way to get some hands on experience, build networks and perhaps even land that first job.

| Joke Of The Month |

I am an Event Coordinator

I Am An Event Coordinator. I have unlimited resources at my disposal. I always keep at least ten meeting rooms under my desk, as it is policy here to automatically make reservations for your board of directors when you sign the contract. I can make any of my meeting rooms larger or smaller, depending on your needs. I will naturally remove my supporting pillars from your meeting space and will install windows in every room as needed.

The 'Ocean View' is not scheduled to arrive until the second day of your program, for which I sincerely apologise; however, we will move the convention centre two feet to the left to accommodate your request by the end of your session today. I can only throw myself on your mercy and grovel at your feet; I completely agree that it is inconceivable that we should have any other groups booked into our facility during your program. Your additional breakout rooms that you added this morning should be built no later than Wednesday. Naturally, it will be no problem to turn your plenary session for 600-schoolroom setup into a hollow square for 150 with rear screen projection, simultaneous Japanese translation and satellite hook-up during your 15 minute coffee break.

Unfortunately, however, due to space constraints, and the fact that your final program bears no resemblance whatsoever to your contracted space, we will have to suspend your lunch buffet from the ceiling above your plenary session, then suck the gravity out of the ballroom. We have located the boxes that you sent last month under your mother's maiden name to the hotel down the street, and again, we apologise for not having found them sooner. In answer to all your questions, it is, of course, understood that I am telepathically aware of all your speakers needs and will setup an overhead, LCD panel, dual slide projectors, two screens, laser pointer, podium microphones, two table-top microphones, podium knock-out switch, timer and blue M&M's in each room, at no extra charge, just in case they are needed.

Additionally, it goes without saying that an Audio Visual technician, engineer, baby-sitter and I will be underneath your head table for the duration of your event, in case you need anything else. Finally two more things that you might want to share with your group: (1) The ladies room is the one with the "ladies" on the sign. The men's room is the..... well, you get the point. (2) We will automatically adjust the room temperature every 15 minutes, so please don't bother asking. In addition, at this time, please accept my heartfelt thanks for choosing our property. It has been great to work with you, and I can't wait to see you again.....

Trendwatching—Random Acts of Kindness

When it comes to the mega trend of [GENERATION G](#) (that's G for Generosity, not Greed), there's no better way for a brand to put its money where its mouth (or heart) is than engaging in Random Acts of Kindness (R.A.K.). Consumers' cravings for realness, for the human touch, ensure that everything from brands randomly picking up the tab to sending a surprise gift will be one of the most effective ways to connect with (potential) customers in 2011. For brands, a serious (and sincere) R.A.K. strategy may mean no longer being seen as inflexible and unwieldy, but as more compassionate and charismatic instead. Something which is, of course, priceless and actually fun.

Fueling the R.A.K. trend is brands' ability to actually know what's happening in consumers' lives (good or bad!), as people publicly and knowingly disclose (from Facebook to Twitter) more and more about their daily lives, their moods or their whereabouts.

Social networks also enable acts of kindness to spread far beyond its recipients, as they will gladly tell their friends and followers about the unexpected good news.

Two fun examples to copy or improve on in the next 12 months:

- Flower delivery service [Interflora](#) has launched a social media campaign in the UK designed to brighten up the lives of Twitter users by sending them flowers. As part of the campaign, Interflora monitors Twitter looking for users that it believes might need cheering up. Once found, the users are contacted by tweet, and sent a bouquet of flowers as a surprise.
- Dutch airline KLM's '[How Happiness Spreads](#)' Foursquare-based campaign employed a 'Surprise Team' to give passengers tailored, unexpected gifts at the airport. Throughout November 2010, as soon as someone checked-in at a KLM Foursquare location within its network of airports, the Surprise Team went online to find more background information about the person, decided upon a suitable gift and gave it them before they flew. For instance, one traveler tweeted he would miss a PSV Eindhoven football game while he was in New York. The Surprise Team, accordingly, gave him a Lonely Planet guide book of NYC with all the football bars highlighted in blue

Taken from [trendwatching.com](#)

| Marketer Profile |

Name:

Helen Moorhead

Position:

Head of Brand and Marketing,
Murdoch University

Qualifications:

Master of Marketing, GradDip
Bus, BEd



Career Highlight:

Revitalising the Murdoch brand and introducing the 'Discoverers welcome' brand positioning. It was topped off when Murdoch University won a national AMI award for the branding campaign in 2008 and best rebranding in WA by WA Business News in 2009.

Career Lowlight:

Working as a waitress when a student and realising that was not the career path for me when I nearly tipped a bowl of soup down someone's back.

If I'm not working, I:

like to relax – read a book, catch up with friends, go for a walk or go to a movie. For me this balance is important.

I'm known for:

having a fair bit of energy – always off somewhere, doing something. I guess you could say I really try to get the most out of life. As they say, 'this is not a dress rehearsal!'

When in doubt I:

stop what ever it is and take time to think through the positives and negatives. This helps me make a clear, well considered choice.

You'll see me:

walking my dog Sparky around Kings Park.

Advice for Emerging Marketers:

I believe the secret of being a good marketer is quite simple – thorough planning which is not done in a rush. This is so important and provides a solid foundation for any projects you may do.

| Up-coming AMI Events |

Networking 2011 Launch - March 3

Come and kick off 2011 by networking with others in the marketing field, and learn about the profession in a fun and social setting with like-minded marketers.

Guest Speaker Ron Gibson, Go Networking, will share his insights into business networking. Ron will offer proven techniques and approaches that you can use to network effectively and socialise successfully in any situation, to network within your industry for maximum effect and to cultivate your new contacts into profitable, long-term business partnerships.

Ron has established himself as the country's foremost authority in the field and subject of business networking - the art and skill of forming and cultivating those all-important business connections.



The old saying "it's not what you know, it's who you know" is as true today as ever before. The contacts you make and the connections you establish in working life help to maintain an active flow of business information as well as provide a base of colleagues who can help you (as you help them) in times of need.

Whether you are starting a career or trying to climb the corporate ladder, it's those professional alliances you are able to develop that will ultimately determine the level of success you achieve.

When:

Thursday March 3, 2011 6pm to 8pm

Where:

The Windsor Hotel
112 Mill Point Rd
South Perth

Cost:

AMI Member - \$20
Non-Member - \$25



To Register:

Visit www.ami.org.au or call 1300 737 445.

| Sponsorship Opportunities |

Looking to sponsor a young and energetic organisation that is focused on helping students and young professionals reach their goals?

Emerging Marketers offer a variety of sponsorship options to suit any organisation.

To find out more about the different opportunities WA AMI Emerging Marketers offer, contact Emerging Marketers Chairperson, Holly Walton, on 0401 226 434.



| Emerging Marketers Committee |

Chairperson

Holly Walton
holly.walton82@gmail.com

Vice-Chair

Chris Marris
chrismarris@westnet.com.au

Emerging Marketers

Renee Manno
renee.manno@modal.com.au

Leonie Moore
leonie@wasppaintball.com.au

Nicole Bailey
n.bailey@cprcomm.com.au

Student Representatives

Danica Wieman - Curtin University
D_Wieman@nulsin.com.au

Beverley Ng - Murdoch University
b.ng@murdoch.edu.au

Nacha Kirilak—University of WA
Nacha.kirilak@gmail.com

Claire Debliquy—Edith Cowan University
clairoz28@live.fr

Emerging Marketers welcomes Leonie, Nicole & Claire to the committee and would like to thank Ellie and Rebecca for their hard-work and wishes them the best for the future.

Emerging Marketers is currently looking for committee members from Notre Dame.

Emerging Marketers acknowledges Chapman Grove as ongoing supporters of Emerging Marketers WA.

Chapman Grove offers all Emerging Marketers special members offers on their award winning range of wines. Email emwa@ami.org.au for information.



| Received this email from a friend? |

Want to join the mailing list for the WA Emerging Marketers to stay up to date with the latest news and information?
It's FREE, just email
emwa@ami.org.au