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THINK·OLOGY

THINK MARKETING NEWSLETTER

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Tips for Redesigning Your Website

Here are a few guidelines to help you ensure that your website, one of your biggest brand assets, reaches its full potential.

1. Understand your existing site.

If you have existing site analytics, start by evaluating how people currently use your site – how they get there, where they spend their time and what their behavior is. It's important to understand the current uses of your site so that you're informed as you make a next generation – for improvements, grandfathering features, and so on.

2. Gather your audience objectives.

Next, define the goals and objectives for your site – the things you'd like to see people doing on the site - new features your visitors require, or new content areas that support your sales approach. Keep these objectives top of mind as you develop your design, content and features.



3. Support inbound marketing.

Be sure to capture some of the traffic that you're driving there, or that finds you. A simple approach to this is to offer a newsletter or another form of staying in touch – like RSS feeds or social media.

4. Remember the best websites are simple and intuitive.

People come to your site for a reason, and quite often, they're in search of specific information. Keep everything as user-friendly as possible. Make sure your design is clean and purposeful, and that your navigation and content is set-up with the visitor's mindset in mind.

To request a complimentary copy of our more in-depth "Guide to Redesigning Your Website," email us at info@thinkmktg.com.

How Campaigns Drive Deep Connections with Specific Brand Audience Segments



New campaign highlights important brand messages of energy industry leader, PG&E.

The idea of “branding” can be very ethereal and overwhelming. And even more daunting, is the idea that your brand – such a large concept – should really only carry one clear and simple message to be effective. But how can your marketing carry only one message when you have many distinct audiences that you’re speaking to? This is where campaigns come in.

Utilizing campaigns, you can speak directly to a segment of your audience with specific messages that carry more weight with them (than say, a high-level brand message of safety or innovation), and accomplish a particular goal. All while still supporting a “one brand” message.

To illustrate the relationship between branding and campaigns, we’d like to show you a B2B campaign we recently created for client, Pacific Gas and Electric Company (PG&E). PG&E is a Fortune 100 company with many different types of customers and audiences. PG&E’s brand services 15 million people and has been around for over 100 years. As PG&E says, “Our vision of becoming the nation’s leading utility requires that we raise the bar for ourselves, and that we work with others to do the same.” As part of their leading utility position, PG&E is developing the nation’s most innovative supplier diversity program in the nation.

In order to reach a specific business audience about their supplier diversity program, PG&E decided to launch a B2B campaign. Together with PG&E’s Supplier Diversity team, we worked to craft a message that would resonate strongly with the audiences they were going after.

PG&E selected the “Growing Together” campaign to support its larger brand vision, while at the same time, perform outreach to a specific business audience with a message that applies PG&E’s vision in a very meaningful way to the community. The campaign helps PG&E stand out as a visionary leader, and at the same time, communicate very particular messages about the ways in which PG&E is supporting the communities it serves and helping them grow.

The “Growing Together” campaign extends across many touch points including PG&E’s website, online and print advertising, tradeshow, events and collateral.

Contact us today if you would like to learn about how Think Marketing can help support your existing brand efforts.