



Marketing Your Publication and Web Site

Image Development

1. FOCUS GROUP: First ask users/readers what they think of you. It just might be that they feel you are the best and should change nothing. **“If it ain’t broke, don’t fix it is bad advice in today’s age.”**- Steve Forbes Jack Welch, former GE CEO said, **“Constant re-invention is the key to your companies survival.”** We all feel we know what is best for our readers, users or followers. The fact is that the longer you are with an organization the more you become jaded. It is very important to create a small focus group of your demographics. This can be done online in a bulletin board format, but in person works much better. Bounce your ideas, print ads and editorial calendar off this group. Do not explain, just ask questions. Resist the urge to explain “why” you did something a certain way. Why? You will not be able to do that to a reader.
Online resource: <http://www.managementhelp.org/evaluatn/focusgrp.htm>

2. SELL THE POSITIVE: Determining your image to the world is sort of like choosing a suit or dress. What impression are you trying to make? If you are the authority, say so. If you are not, do not say you are. Focus on facts and do not let your ego drive your company image. Painting a positive picture of your company or magazine is very important. It is important to give new and old subscribers a feeling of comfort and trust. Give them a reason to trust what you say and/or publish. Resist the urge to let the sales people drive your image development. Sales people have another reason for developing an image. Online resource:
<http://albany.bizjournals.com/albany/stories/2006/02/20/smallb2.html>

3. SEEK ANSWERS WITH E-mail: Double opt-in/permission based e-mail marketing is the fastest growing form of online marketing bar none. Using this technology to develop your image is important. Using surveys can drive ideas and revenue. The ability to segment your data-base by demographics can create a very granular approach to serving your readers. Sending our mass e-mails is bad. Be specific, be targeted, send valuable information.
Online resource: www.ConstantContact.com

4. CREATE VALUE BENEFITS: Brands are important as they show value. Take the 6666 horse brand. What it represents is priceless. Create value with your brand. Look for soft words like love that truly show your passion for the brand and the audience you wish to serve. Create a mascot that helps you sell your brand. Use your focus group to determine if the brand you are pushing is even worth the time. Online resource:
http://enews.kowabunga.com/archives/extreme_enews_april_7_2005

5. RESIST GREAT IDEAS: Each day we are presented with great ideas. Resist great ideas that cause you to stray from your brand or your core efforts. Read the book Good to Great by Jim Collins and you will see that all successful companies studied had one thing in common, the Hedgehog Concept. They have focus and resisted the urge to run around like the Fox.

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