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MARKETER'S TOOLBOX: Adventures in LinkedIn Profiling and Branding – for Holiday Season and Year-Round Networking

December 8th, 2015



Featured Author

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[Connect on LinkedIn](#)

Last month, I wrote about top tips for holiday season marketing and business development. This month, I'd like to further explore in depth one particular aspect of that theme. The holiday season, when we're already meeting new people and re-connecting with each other, seems like a perfect time for a LinkedIn adventure.

How does your past and present help you accomplish your future goals? That's a strong part of the power of LinkedIn.

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As I embarked on a LinkedIn adventure myself, with the above thoughts in mind, I found the following ideas especially helpful, and I hope it will help you too:

Descriptions and Keywords for your diverse combination of experience: Balance the big picture and details. Showcase your experience, and what you've done, with an eye toward the future by highlighting your legacy and what you want to do next.

In addition to descriptions under each of your past experiences, for jobs, internships and volunteering, I strongly recommend including a professional headshot picture and a summary. All of these have been said to increase the number of views your profile will receive. I added both recently, and I've already seen a big difference.

If you have published articles or other work, you can add those too. There are "add media" options for documents, photos, links, videos and presentations – so lots of possibilities that you can proudly show based on

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what works best for you, and it will help others find you and your firm!

Causes: Under the volunteer section, you can choose from a list of "causes you care about," to help an even larger group of contacts find you. This ranges from arts and culture, to health, human rights and much more. Seems like an excellent way to expand your universe outside your immediate industry group!

When you're done editing your profile, on the right side there's a small box to check yes or no, to notify your network of your changes. Also, at the top, near your photo, there's a blue button to "view profile as" and you can see what your connections and the public will see.

Most importantly, we can all aspire for an increased online presence and connectivity that will lead to greater friendships and networking offline – a key goal for the holiday season and year-round.

If you have any questions or comments, feel free to reach out:

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or [contact me on LinkedIn](#)

MARKETER'S TOOLBOX: Holiday Season – Tools for Before, During & After

November 10th, 2015



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'Tis one of the 4 seasons for marketing fun & success!

I've always compared holiday season marketing to final exams at the end of a semester – so for November's Marketers' Toolbox Blog, I decided to share some tips that I've learned over the years, as a form of "study group."

Just like holiday shopping and gift-giving, marketing during the holidays can (and should!) be a solid combination of strategy plus fun. Before, during, and after, there are significant steps that can be taken to maximize marketing for both your firm and yourself during this especially social and busy time of year.

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Here are a few key guidelines that I recommend, as a summary that will fit into my blog post space:

Balance: Plan a healthy balance between in-person vs.

online, and individual communications vs. mass communications.

Get a list, and check it twice (or more): During the year, focus on depth, breadth and details by building up your list of contacts, and get to know the people behind the names. Find ways to connect during the year, and then re-connect during the holidays.

Learning, sharing and caring, and then following up: Learn as much as you can about your firm's Client Relationship Management (CRM) system, and how you can most efficiently use it to send holiday cards to large groups, and individually keep track of each unique person you meet at events. Schedule time to follow up with people during the holidays, but also after when they'll likely have more time to catch up in January and beyond.

Events, panels and parties, and then rinse and repeat: During the year, learn about the various organizations that might host holiday parties and year-end recap panels. If there's one you want to check out, the holiday season is the perfect time to get a flavor for a group by experiencing one of its top events, and getting to know its members.

Overall, remember that holiday season can be "the most wonderful time of the year" for marketers – and can go very smoothly and successfully with the right amount of planning and spontaneity before, during and after November and December!

Happy holidays to all, and feel free to contact me if you'd like to discuss any of these tips, or attend a holiday party with me: cschultz@theclarientgroup.com

MARKETERS TOOLBOX: An Article about Publishing an Article

October 21st, 2015



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Writing a cover story article for a major industry magazine!

As a very enthusiastic journalist and AEC industry marketer, of course this was a very exciting opportunity that I was thrilled to accept.

Once the article process got underway, it turned into an educational and entertaining journey of learning all about my firm and our projects. Also, it proved to be an excellent example of how a huge, seemingly overwhelming project becomes much more manageable with a "divide and conquer" strategy of completing smaller tasks one at a time.

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First, there was initial concept development internally and with the magazine staff: We chose an overall firm profile focus, combining a concise overview of the firm, its history and key philosophies, followed by project examples highlighting our experience and expertise in a number of market sectors.

Next, there was gathering the information I needed to write a compelling and complete piece representative of our diverse combination of experience. There were many hours of research, especially primary research from interviews with our firm's staff, as well as conversations with clients. An essential related component was the diligent follow-up needed to confirm accuracy and publication permission for the large amount of project-related text, quotes and images.

Then came the writing itself, along with prioritizing, distilling, editing, reviewing, and then editing and reviewing some more.

Ultimately, I had a document with supporting images that could fit into the 7 pages we had available, plus a compelling cover layout.

Following a comprehensive layout process coordinating with the magazine staff, we were good to go towards publication!

The journey was filled with opportunities for creativity, patience and persistence – all of which I improved within myself throughout the process. Yet the most rewarding part was getting to know my firm's projects, as well as clients and staff – and experiencing how they all come together as a powerful team with a compelling story.

The end result is at www.theclariantgroup.com/press – and we're proud of an excellent marketing piece highlighting our firm's experience and expertise, and a lot of learning throughout the journey to get there!

MARKETERS TOOLBOX: Marketer

September 8th, 2015



Featured Author

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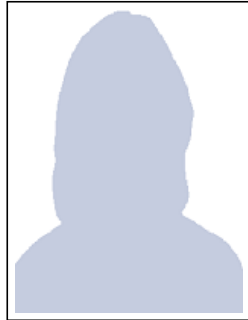
SMPS-NY Director of Professional
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Are you reading your mail? After a long day, it is easy to sift through your daily deliveries without much thought and put aside the "I'll read that later" material. Marketer (The Journal of the Society for Marketing Professional Services) is a must read! Each quarter, every SMPS member receives a copy of the publication and it is a wealth of information,

organized method of tracking your work, and that you use what works best for you and your firm.

MARKETERS TOOLBOX: CRM

April 13th, 2015



Featured Author

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An effective CRM System can significantly assist a business with organizing and acting strategically in marketing, business development, and client relationship-building, and related decision-making – before, during, and after projects occur with those clients.

[Click here to read more...](#)

Understandably, the service-oriented nature of AEC industry firms comprising SMPS makes CRM a crucial tool to have available.

To begin, it's important to have your end goals in mind: What information do you want to manage, and how? After that, you can consider what tool is best to manage that information.

I have been conducting this process by objectively evaluating and making decisions based on my firm's mission, and our current and future needs, wants, and goals.

Regarding what information we want to manage, and how, I brainstormed the wide variety of information that has been important to myself and my colleagues. For example, what type of contact information, and other facts and qualities are important to record about our contacts?

Then, when deciding what tool is best to manage that information, I'm considering what capabilities we need for our chosen tool. For example, do we need report generation, or task assignment workflow recording, or newsletter sending automation? What's urgent, what's important, and what would be nice but is not required? What do we need in the short-term and long-term?

Ultimately, for whatever CRM tool you choose: The most important thing of all is that you have an organized method of tracking your work, and that you use what works best for you and your firm.

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