

Welcome to *My 2 Cents*
by Creative Action Marketing, LLC
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Social media and marketing as the economy slowly recovers continue to be the two hot topics for 2010. Therefore, I've included 3 'teaser' summaries on reports/articles that provide practical information marketers can put to use in short order.

First up are 2 pieces from MarketingSherpa –

Learn from senior marketers and executives through their stories and experiences. *Marketing Wisdom for 2010* (Sean Donahue, Editor) features 70 professionals/agencies with their insights on social media, e-mail, B2B marketing and PR, etc. Three things marketers can definitely focus on are:

- a. Creating an active social media presence.
- b. Revisiting marketing plans/deliverables and testing new approaches.
- c. Taking advantage of free online tools.

The report is available at:

http://pro22.sgizmo.com/survey.php?SURVEY=KYG521QVB9OC9WCGLB7S4BOMJ5Z_YA0-246930-75680722&pswsgt=1267032759&sg_g=28011963f47fd6097cf8082b896e2f2c& csg=345breZkOvHN2¬ice=DO-NOT-DISTRIBUTE-THIS-LINK

FYI – Earmarked as a \$127 value it's currently downloadable for free.

The second piece concerns business ethics and social media. New FTC guidelines effective in December 2009 make creation of a code of ethics more critical than ever. *Establish a Social Media Code of Conduct: 5 Actions to Protect Your Company's Reputation* can jumpstart your policy creation or be a means to check it for any glaring holes. Remember once your social media ethics policy is in place be sure to communicate it, and check to be sure it's being followed. The close of the article provides handy links to the FTC's new guidelines and to WOMMA (Word of Mouth Marketing Association).

Full article is at: <http://www.marketingsherpa.com/article.php?ident=31577>

The final article is actually a blog post - *5 Sure Fire Tactics to Promote a Business Blog* posted by Michelle Bowles (TopRank Online Marketing). It's timely and relevant. The old adage of 'build it and they will come' as we all know does not apply in today's world. Blog promotion is elemental to a successful blog launch and cannot stop there.

Get practical tips and ideas in this concise blog at:

<http://www.toprankblog.com/2010/02/5tips-promote-blog/>

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