



## SEPTEMBER NEWSLETTER

### Abundance Business Corner (ABC)

#### Let's Face It, Happy Employees = Good Company Results

Employee job satisfaction can go a long way in the success of your business. Company benefits are a big part of the package provided to your employees to use for recruitment, retention and an overall sense of career fulfillment. You invest in your employees with both time and money to ensure they are happy. This all contributes to your bottom line success of your company.

Here are some ways you can communicate benefits to your employees:

- Open enrollment is the perfect opportunity to highlight and remind your employees that they are a valuable part of the organization. Have your benefits consultant and/or HR outsourcing provider hold meetings, webcasts, and create marketing material to promote participation. Many Brokers and HR companies will do this for free, just ask.
- Include a Benefits section in your internal communications. The company newsletter, intranet web site, and the wall in the break room are great places to promote the benefits package. And don't just focus on the Health benefits; give information on the supplemental as well.
- Conduct a health fair. Having the carrier, vendors and wellness providers all in one place will provide your employees with an open, non-threatening forum to ask questions about their health and the insurance.

### What Does the Term "Positioning" Mean in the Advertising World, Really?

- Article By Daren Fields



*"Sooner or later, false thinking brings wrong conduct."*

- Julian Huxley

As I began to write this article I quickly discovered that there are many definitions for

the term "positioning" in the advertising industry. While they may be correct for a particular application, it appears that this term may have been misunderstood over the years and has created some confusion in the advertising world.

The word "positioning", in terms of advertising, is commonly defined as the placement of product within the pecking order of brands in a given category. While there is the term "product position" in the market place or "market segment", one should not confuse this term with the art of positioning a product in the minds of the public with something, which they are familiar.

Here at Creative Visions we define positioning as, "the placement of a product or company within the vicinity or close proximity of an image, idea or individual that is well known by the public thus making it easier to understand the item that is not known".

Still not clear, perhaps a brief example will help. If you have a new technology or service that very few people have heard of, it is going to be very difficult

Healthy employees stay at work, sick ones go to the doctor and miss work. This seems like an obvious statement; however, about 30% of the cost of an employee goes toward health insurance and very little goes toward keeping them healthy. Investing in a wellness program will not only show your employees that you want them to say healthy and happy, but also can reduce the amount of absenteeism.

Why not reveal to your employees the actual dollars spent behind the scenes? Illustrating a true salary shows a stronger financial commitment to your employees and this information needs to be shared.

Communication is the key. Both employees and employers can feel the negative effects of insufficient communication and marketing of employment benefits. Employers can face difficulty with respect to employee recruitment and retention. When a company shows it cares about its employees, both parties can greatly benefit from the advantages of open communication and a well-informed, strongly motivated staff.

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## Ideation

to capture people's attention. Why? Because your company or the product is not known! So what do you do? You find something that is known and valued by the public and you "position" your product next to it.

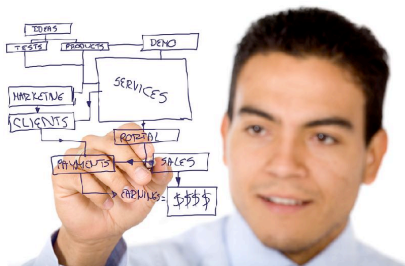
The reason why top ad agencies pay attention to positioning is due to the amount of time it saves in promoting a product or service. You see, unless you are paying for an infomercial, the fastest way to convey your message is through creative and effective positioning.

So in this definition of "positioning" it literally means placing your product (position or proximity to) next to something that is known so that the concept and ideas can be transferred from one to the other. It also conveys a message that the public can grasp in a matter of seconds.

Take a look at this list of products and examine what they are "positioned" with and why:



## IDEATION



**Are you looking for the next big marketing idea that could take your company to the next level?**

The answer may be within your own

Ford Trucks - Positioned with = lots of falling heavy objects and Mike Rowe. Why?

Red Bull - Positioned with = Adrenaline Sports of various disciplines. Why?

Geico - Positioned with = The cavemen. Why?

Holiday Inn - NASCAR pit crew cleaning a room. Why?

So how did you do? If you are just starting to get the concept of positioning, you are not alone. Hopefully you can see how it can really speed up the learning curve and help convey a message to your target audience.

company! Let us show you how to find it!

Ask about our Ideation and Motivational Research introductory services. The answers are closer than you think!

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For comments on this article or ideas on how to make your company or product more appealing to the masses, contact me at [daren@cvisions.net](mailto:daren@cvisions.net) or 720-482-7954.

### Is Your Business Trustworthy?



*"You cannot shake hands with a clenched fist." - Golda Meir*

In the past year, stories about organizations or people who violated the trust placed in them were everywhere.

People's confidence and trust in public and

private institutions were measured at 10-year lows in January by the Edelman Trust Barometer.

But, the tide is changing. Mid-year measurements by Edelman have shown a 12 percent increase in trusting business to do what's right ([www.Edelman.com/trust](http://www.Edelman.com/trust)).

In a marketing context, trust is the firm belief or confidence in the honesty, integrity and reliability of a product, service, brand or person. For consumers who have so many decisions to make on a daily basis, finding a brand that is known and trusted makes their life easier.

How can you build the kind of trust to propel your business?

#### **1. Be a warm, personable business.**

Through your advertising and communications, talk to customers as if you were face to face. Use more "you" and "yours" in your communications and less "I" and "we."

#### **2. Demonstrate a commitment to your customers.**

Listen to your customers and respond to what they are saying. When customers know you are committed to them, they will begin to trust you. Ask open-ended questions, such as "What is the one thing we could have done to make your experience

with our product/service even better?"

### **3. Be consistent.**

Whatever your "brand" says that you do, do it and do it well. Repeat this process over and over again. Know what your customers want and expect, and then exceed those expectations. Not many companies take the time to ask their customers about their expectations.

### **4. Honesty is always the best policy.**

Make it easy for customers to complain. How your company responds to legitimate customer complaints can make or break you. You can't deceive them and expect to be successful in the long run.

The Tylenol brand is one of the best examples of how to handle a crisis. During the tampering scare in the 1980s, company officials responded quickly by pulling bottles off of store shelves and later, reintroducing a safer, more tamper-proof package for their product.

### **5. Build on your success.**

Solicit testimonials from your satisfied customers. Use their words to describe why they are happy with your products and service.

Once you have the trust of your customers, you can more easily expand your product base, build value-added services and tap into new markets.

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