

Check it out ...

We have redesigned the website for Schrocks of Walnut Creek. Schrocks' site has added many new pages to help their customers select styles and colors of cabinetry. Morehead Marketing photographed these options then compared our prints to the actual doors and stain panels to ensure that colors were accurate. We offer spectrophotometer certified RIP proofs. This process confirms our prints to be true color.

Because of our ability to produce accurate proofs and provide digital print services, we have been authorized as an Adobe Print Provider.

Did you know?

The Main Library at Indiana University sinks over an inch every year because when it was built, engineers failed to take into account the weight of all the books that would occupy the building.

Web Zips

Questions your "About Us" page should answer:

- Why do you do what you do?
- Who are the people behind the company?
- What kind of people will I be buying from?
- What does your company stand for?
- What does your company stand against?

Source: Jeff Eisenberg,
Target Marketing

Cool Pics

We didn't use cool Photoshop tricks to get this shot for a furniture retailer. We met the challenge of cold weather and pristine snow (no footprints) with old-fashioned ingenuity. Who would know that Becky and a path of footprints are hidden behind the footboard. For more cool pics, check out moreheadmarketing.com.



Are Widgets A Viable Marketing Channel?

When the word "widget" came up in a conversation a few year's back, the first thing that came to mind was the generic term used to describe products in my college marketing course books. Today, it means something entirely different. Web Widgets, used primarily on social networks, are those cool little games, clocks, weather, stock market tickers, etc., that provide non-static elements to a web page. Here's how they work. A company creates a new widget, adds their advertising message and hopes consumers will use it and pass it on to virtually millions of friends, who will in turn buy their product. Sound too good to be true? It usually is.



Research has shown that consumers have three primary mind sets when online: **Receive, Hunt, and Do.** At the start of the Web, people were happy receiving information from sites, and sites were designed for people to spend a lot of time and return frequently. By 2000, the Web became information overload and consumers entered the "hunt" mode. They used search engines to actively search for specific information. As of 2008, consumers, (especially those under 35), have evolved to the "do" mode by using social sites such as **Facebook, MySpace, and Twitter.** This mode allows them to create, contribute, network, edit and share information with friends. An article by Ben Kunz, **Newsweek**, states, "The entire mind set of a person engaged on **MySpace** is different from that of a hunter on a search engine. A **Google** user is walking into a store. A **Facebook** user is walking into a social event." Have you ever used a Web e-mail service that inserts little text ads on the side of your computer screen as you type away to friends? Kunz says, "Close your eyes and try to think of just three ad messages you've seen while e-mailing during the past year. Can't do it? That's because the ad reached you while you were *doing not hunting.*"

Web widgets may work for select companies who are targeting the under 35 market, but they are not the future of online ads as they are often touted.

The Widget Test

- Does it reach hunters not doers?
- Does it reach the right target?
- Does it communicate your core message?
- Can you afford to launch a widget that doesn't go viral?