

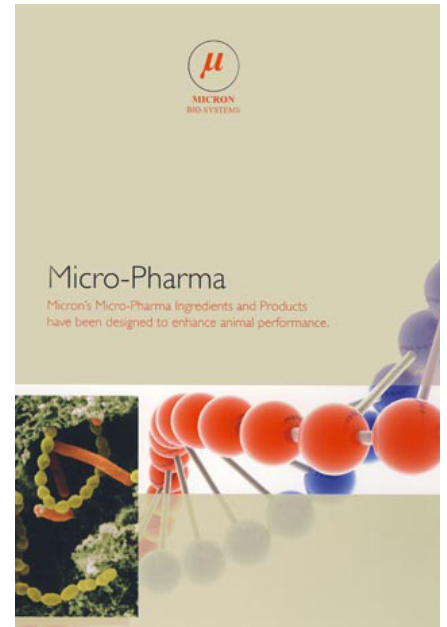
## The Best View in Downtown Buena Vista



Directly across the street from our office is the newly restored Community Bank. Over the past two years, Mariner has worked with the

bank's director of marketing, Shay Schoenbaum, on their extraordinary project. From the creation of signage for their temporary branch, branding and traffic building promotions directed to the residents of the city, to the illustrations and opening advertising of the completed building.

We commend everyone at Community Bank for their vision and leadership in the development of the historic district, and their commitment to quality.



## Virginia Printing Industries Award of Excellence, Best In Print

In a truly international effort, McClung Companies of Waynesboro, (VA) was recognized along with Mariner Media the for the **Best in Print** award of excellence for Micron Bio-Systems – Micro-Pharma booklet. The work was a combined effort with Redback Design in England, Micron's scientists in both the US and UK and Mariner Media's editorial and graphics departments.

Agency president Andy Wolfe commented, "This is the second year we have been honored for the promotion of Arts and Sciences."

Micron Bio-Systems is one of the world's leading companies in the development of biotechnology and the advancement of whole farm animal health.

New Salon Opens with coordinated logo design and interior scheme.

**salon**  
**dc**  
style made simple

Deanna Cook, the 'dc' of **Salon dc**, splashed her corporate colors inside and outside of her new business. The logo concept was suggested by Sheryl Wagner and the design enhanced by Charles Ober, Mariner Media art director.

The shop is really something to see. Check it out!



## New Website for RAOC.org

We just launched a new site for the regional occupational center. Please take a moment and see what's new.

## Graphic Artist Wins Two Addy Awards

Joe Czeckner, web designer and graphic artist, received Addy Awards for his student work at Virginia Tech this past month. Joe joined the Mariner staff in the summer of 2009.

## Everything Is Measurable, Right?

The question is, particularly with internet marketing, are we taking the right temperature? The task has never been more challenging than it is today. The new word for measurement is METRICS. And, it is an art and science when it comes to 'online' measurement. We see new media seemingly sprout up overnight, some very social and actively engaging consumers and brands are on the web like never before.

Although an innovative and exciting time for digital marketing, there are many challenges to be faced in knowing where to spend your marketing dollars and how to measure the results. Technologies are moving faster than measurement firms can run and in many cases there are no industry metrics standards.



## Optimize the Customer you already have – loyalty programs need to engage

Don't under-value perks, discounts, deals and additional service opportunities because customers give them high marks. Both customers and marketers agree that deeper engagement and personalized contact drives loyalty. About 61% of marketers believe that loyalty program participants are the best and most profitable customers. And, an almost equal number of respondents (65%) view customer loyalty program investments as a very essential, or a quite valuable part of the marketing mix.

## Why Doesn't My Website Ever Come Up First?

The No. 1 mistake web copywriters make is using keywords the same way every time. First, it's really boring. Second, it only gives the search engines, like Google, only one way to find your website.

Copywriting is one of the most important factors in obtaining high search engine rankings. While other trends may come and go, search engines are inherently 'text machines.' Your copy needs to flow naturally and express what you offer in several ways. You need to incorporate what you do, and where you do it into your keywords to help the search engines narrow down the top position presentations.

Do this and you will help both the search engines and your site's web visitors!

## Page 2 of Navigator is meant to give you food for thought

Many businesses are capable of handling their marketing in-house. So we're giving you some stuff to consider to make your marketing effort more effective.

We actually think about this stuff all the time. Better marketing, on all levels, leads to better business for everyone.

## Ad Spending Dropped 12% in 2009, but Things Are Looking Up!

*Figures from fourth quarter, first quarter 2010 show improvement in most media.*

According to *Ad Age*, overall ad spending in the U.S. fell 12.3% in 2009, a new report from Kantar Media, indicates this was triple the rate of decline from 2008. But last year's ad-sales drop was moderated somewhat by a fourth quarter in which nearly all media improved on their performances from earlier in the year. And things seem to be looking up further still—depending on what happens with consumer spending.



## Brand with a Plan

Who are your customers, and what do they care about? Many companies assume that their customers are the same year after year. But especially in this economy, the demographics – and psychographics – of your customer base may have changed. And if you have a generational target, remember that the oldest Gen Xers are turning 45 next year, and the Millennials/Gen Y are pushing 30.

What worked for Boomer 45-year-olds five years ago isn't likely to resonate with Xers.



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