BUSINESS DEVELOPMENT DEPARTMENT

MANUAL

2017-18

(Version 1)

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1. MARKETING POLICY & PROCEDURES

1.1 Creating a Marketing Plan

A marketing plan can include an analysis of the current marketing scenario, opportunities and threats analysis (SWOT), marketing objectives, marketing strategy, action programs. In general, a formalized written marketing plan is drafted once a year or prior to the launch of a new Project. The marketing planning process begins with brainstorming and concludes with the drafting of a marketing plan. The purpose of the marketing plan is to chart a course for achieving the firm's goals and objectives for marketing and/or sales.

There are several reasons an organization needs a marketing plan:

- To provide greater discipline in the planning process
- To provide strategic direction for an organization, business unit or specific product
- To provide an action plan for marketing-related activities
- To request a budget
- To request allocation of internal resources
- To communicate marketing goals and processes with other departments

The marketing plan is also intended to provide an overview of customer base and target market, any external opportunities or threats facing the organization. The plan will also include a summary of how a company and its products measure up to the competitors, our current business goals and the standard by which our success will be measured.

1.2 Elements of the Marketing Plan

There are two basic elements of a thorough marketing plan document: the situation analysis and the marketing plan itself.

1.2.1 Situation Analysis

The situation analysis is a research-based document and its purpose is to describe and analyze the environment in which our business operates. This element is necessary because it provides the rationale for the strategic decisions to be made in the marketing plan. The components of a typical situation analysis are outlined below.

Macro Environment

This type of information is readily available through government sources, census information and business publications. This section should present facts about the economic, demographic, cultural, technological and political climate our business operates in. This section should also address what impact each of these forces may have on our business.

Market

This section contains information on the specific industry or industries we are involved in and the boundaries of our geographic market area. We should also begin to document the other influencers in our industry – not just our competitors, but also the equipment and service suppliers and any governing bodies that are involved in monitoring our industry. We do not control these factors, but they can influence our industry and affect our business.

We should also describe the size of our market, the rate of growth or decline over time, overall trends in our market and our company's market share relative to our competitors. This information is available in trade publications, public filings and from research firms that track our industry.

Internal Trends

This section summarizes the internal data from our company's sales and financial records. This section should also detail any seasonal changes in our sales cycle, as well as sales forecasts and projections for a 3 to 5 year period (or shorter, depending on how quickly our market or industry changes).

Products and Services

The products and services section details our offerings in the marketplace. This section lists the strengths and weaknesses of our current product lineup and summarizes any new products we are considering offering. Ensure that our new projects are different/superior to our competitor's projects.

Competition

This section names all our key competitors in the marketplace. Analyzing competitors that are the most successful may also help generate ideas to help our organization compete more effectively.

Customers Served

This section is intended to give an overview of our customers or subscribers. Define how they are segmented based on common characteristics. For example, we may segment our customers based on which of our products they are currently subscribed to. We could also segment our customers based on demographics. We can further quantify each segment by its size or profitability. This information is helpful when we begin to allocate portions of our budget in our marketing plan.

Distribution Channels

This section details the direct sales channels and indirect distribution channels by which our product or service is delivered to the end user. Direct channels include our sales team, Internet-based ordering and direct response television. Indirect channels include retailers that distribute our product. This is the ideal section to define any retail distribution agreements we have with other local businesses and explain the costs and benefits of partnering with other businesses.

Evaluation of Previous Marketing Initiatives

This section provides an opportunity to review the successes and failures of the previous year's marketing initiatives. Summarize each initiative and list any recommendations for modifying, continuing or discontinuing the initiatives.

Strengths, Weaknesses, Opportunities and Threats

This section is best drafted with a group. Ask colleagues to list and discuss the following:

- What internal strengths does our company have? Compared to our competition, which strengths can be utilized to build sales?
- What internal weaknesses does our company have, compared to our competition, that may affect our ability to compete?
- What external opportunities are available to our company that can be used to build sales?
- What are the external threats that may affect our business?

Next, have the members of the group prioritize these items. This discussion is called a SWOT (strengths, weakness, opportunities, threats) analysis and will be beneficial to our company by helping we better react to shifts in the business environment.

Issues Analysis and Objectives

Remember that the situation analysis we are drafting is a factual document and should not recommend a particular course of action. We should use this section to summarize the major problems or opportunities facing our company to organize and present a strategy for addressing these problems and opportunities in our marketing plan.

This section should also include a list of our company's objectives. Make sure our objectives are challenging, but also realistic and achievable. We should state our objectives in a measurable format.

1.2.2 Marketing Plan

Most marketing plans contain overall objectives. The marketing plan describes each tactic or strategy that will be employed to achieve the objectives. There may be additional objectives or benchmarks within each marketing initiative that contribute to the overall objectives.
The components of a typical marketing plan are defined below.

Strategies

In this section, define the long-term strategies our company will follow to reach its objectives. This section answers the following questions:
What is our target market?
How will we position our product or service?
Why should consumers buy our product rather than our competitors?
What broad changes do we plan to make to our product, pricing, distribution, advertising and promotion, and research and evaluation?
While drafting this section, ensure to include and invite feedback from the people who will be responsible for implementing these strategies.

Tactics

This section defines the short-term actions we will use to implement the strategies defined in the above section. The categories of this section are product, price, distribution, and advertising and promotion. For each category, outline the tactics we will use.
Each tactic should include an outline of what we plan to and a description of how the tactic will help the company achieve its objectives. Be sure to assign someone to manage this tactic and plan how long it will take to complete. Last, include an estimate of how much it will cost to implement, track and evaluate each tactic.

Research and Evaluation

This section defines how we will measure our level of success in achieving our objectives throughout the year. Describe the tools we would use to measure the effectiveness of our tactics and strategies. List the costs, timing, responsibility and evaluation methods.

Financials

The financials section includes a budget for our marketing initiatives and a forecasted profit and loss statement. The marketing budget lists all the costs associated with implementing and evaluating the tactics and strategies defined above. The profit and loss statement explains the financial effects that implementing the strategies and tactics will have on the business as a whole.

Need of Marketing Manual

This document outlines the Marketing Policies and Procedures across Campus Students Communities Pvt. Ltd (CSC). It has been prepared to highlight key objectives and ensure consistency throughout all CSC Marketing activity.

Statement

1) To attract students to stay at housing of CSC and to communicate positive messages to both internal and external stakeholders in a coherent, innovative and effective way.
2) To support the CSC Strategic Plan through high quality marketing activities.
3) This Policy and Procedures document will be referred to by the Marketing Team to ensure consistency and good practice, as well as all CSC staff for reference on procedures.
4) Information produced about CSC and the housing amenities we offer will be fair and accurate; timely, current, transparent and focused on the needs of the intended audiences.
5) Marketing and publicity information will be available and retrievable where intended audiences and information users can reasonably expect to find it; the format and delivery of information will take account of the access requirements of a diverse audience.

Objectives

1) A point of reference for staff to understand
2) Marketing policies and to outline the procedures of marketing activities.
3) To state the correct procedures and what is expectation of stakeholders if marketing support is required.
4) To ensure good practice within the Marketing Team.
5) To ensure consistency through all CSC marketing activity across sites.

Implementation

1) The Policy and Procedure will be communicated through Marketing Team meetings to ensure implementation.
2) This document will be communicated to CSC Executive Committee and marketing teams through meetings, highlighting key areas of staff input.

Responsibilities

1) Head of Marketing
2) CSC Marketing Team

2. CSC DESIGN

1) The target market(s) are a key consideration when designing promotional artwork.
2) Designers are free to use their artistic ability to create inspirational designs that take in to account equality and diversity and consider brand guidelines.
3) All artwork will be proof read by the designer as well as a second suitably qualified person before being sent/printed.
4) Competitor designs must be monitored to inform and help with future design positioning and differentiation.
5) All artwork will include an appropriate call to action.

CSC Design Requests

1) These procedures are to ensure that all artwork meets the proposed requirements, budget and timescale and are in keeping with the CSC brand.
2) Approach CSC designers or the Business Development Manager to discuss design requirements including artwork type, target audience, timescales, budget, sizes, imagery and print options (if relevant).
3) On occasion, large scale design projects may go directly to an external agency if the day to day workload of the CSC designers will be compromised.
4) Artwork text and contact details are to be supplied to the designer electronically.
5) Designer to provide an electronic proof unless a paper copy has been specified by the agreed deadline.
6) Any amendments/additions to be communicated directly to the designer.
7) Final proof-reading is the responsibility of both the designer and the person that has requested the artwork.
8) Confirm to the designer when happy with the artwork and agree the next stage.
9) Designer to provide a final electronic proof. A PDF will be emailed unless a different format has been requested.
10) It is the responsibility of the designer to ensure the final artwork is in correct size and resolution for the requested media.
11) (If relevant), Designer to arrange print taking into account, stock, print quality, quantities, deadlines and budget.

3. ADVERTISING

Creating Effective Advertisements

Advertising is a valuable form of communication that works well with other marketing tools to create strong brand awareness. Below are some points on how to make our advertising more effective.

Make sure our ads coincide with our business positioning

Along with a listing of meaningful features and benefits, a good positioning strategy ensures identification of the correct target audience for our advertising. It can provide reasons why the product is superior and unique, along with an advertising "personality."

Communicate a simple, single message

Many marketing research firms advise marketers to establish a single objective and then stick to it and resist the temptation to introduce other points and concepts. In print ads, the simpler the headline, the better. The headline message must grab the reader’s attention at first glance. Every other ad element should support the headline message, whether that message is "price," selection," "quality," or any other single-minded concept.

Stick with a likable style

Ads also have a personality. Find a likable style and personality and stay with it for at least a year to create instant name and brand recognition. Changing ad styles and personality too often will confuse potential buyers.

Remain credible

If we say our quality or value is the "best" and it is not, advertising will speed our demise, not increase our business. Identifying and insulting the competition is also potentially confusing and distracting. This tactic may backfire on us by making buyers more loyal to competitive products, not less.

Call to Action

Invite buyers to call, send for information, or come to our Web site. Provide easily visible information in the ad so potential customers can order our service: location, telephone number, when to call, etc. Before finalization of ad ensure the correctness and content thoroughly.

Make sure the ad is competitive

Do our homework. Examine competitive ads in the media that we are planning to advertise in. Make sure our ad stands out from these. We can use personal judgment, test ads with a small group of target buyers (i.e., qualitative research), or do more expensive, sophisticated quantitative best methods. Compare ads for uniqueness, memorable, credibility, and incentive to purchase.

Make sure the ad looks professional

If we have the time and talent, computer graphics and desktop publishing software can provide professional-looking templates to create polished and professional print ads. Consider obtaining writing, artistic, and graphics help from local agencies or art studios that have experienced professionals on staff or creative computer software in-house. They will save our time and money in the long run with better results. Electronic ads (e.g., TV, radio, Internet) and outdoor ads are best left to professionals to write, produce, and buy for a fee or percentage of media dollars spent.

Be truthful

Whatever advertising medium we select, make sure our message is ethical and truthful. There are stringent laws regarding deceptive practices and false advertising.

Work Process Flow:

1) Agree with the Head of Marketing / Business Development Manager on a budget outline.
2) Contact the empanelled vendor and request quote for advertising opportunities.
3) Negotiate discounts if appropriate.
4) Attain specific artwork requirements, deadlines and required processes.
5) If within the agreed budget, place booking.
6) If above the original agreed budget, discuss with Head of Marketing/ Business Development Manager to ensure booking is approved.
7) Raise PO and send to relevant person.
8) Ensure the CSC designer/design agency have the relevant information including content, dimensions, imagery, deadline and contact information.
9) Final approved artwork to be sent via the CSC Graphic Designer.
10) Contact the Head of Marketing/ Business Development Manager if contacted directly with a worthwhile advertising opportunity.
11) Update advertising contacts list on the Marketing shared drive annually.

4.HOSTING SPECIAL EVENT

Special events draw attention to our organization or bring people to our place of business. Open houses, seminars, trade shows, contests, receptions, press parties and speeches by VIPs are just a few examples of special events. Special events are a way to increase recognition of CSC brand in our market area and provide opportunities to sell our services.

Depending on the type of event we are hosting, there may be special considerations for planning and promoting the event. Generally speaking, we can follow these guidelines:

Plan in advance and investigate the date

While we are considering a date for our event, be sure to check that other major community events are not scheduled on the same date. Our goal is to make it easy for customers and prospects to attend our event. We will have a low turnout if we force prospective attendees to choose between attending our event and another event, such as a sporting event, holiday party or concert.

Select a site

If our event cannot be hosted at our place of business, we'll need to research other venues. Inquire about the availability of our local parks, community centers, gyms, churches, restaurants and theatres. Be sure to ask for a complete list of rental fees (and what services they include), find out who is responsible for set-up and clean-up and get a copy of the facility's rental agreement and policies.

Select food, beverage and entertainment vendors

If we plan on serving food and beverages or having entertainment at our event, be sure to get quotes for services from several vendors. Bear in mind that many of these vendors book events up to a year in advance, so we must plan accordingly.

Plan and execute advertising and promotion of the event

Decide on the best methods for announcing our event and gaining the interest of our audience. Also, even if admission to our event is free, we may want to give away tickets on the local radio station or send tickets to local businesses to share with their employees and customers who are in our target audience.

Follow up with our guests after the event

One of the best ways to ensure that our guests remember us and our event (and remember to purchase from us), is to follow up with them when the event is over. If we don't already have contact information for our guests, ask them to provide contact information in the form of a raffle ticket or door prize drawing. If we offer them something of value, most guests will gladly sign-up. Follow up with our guests by mailing a thank you card, emailing a coupon for our products or services or any other item or message that reinforces a positive image of our company and brand.

For assistance in planning special events, contact a public relations agency or a professional event planner.

1) The objective of this procedure is to ensure that all events are well organized, consistent and are evaluated to judge success.
2) Agree a budget outline for the event with Head of Marketing.
3) Refer to the CSC calendar before booking any event that will impact on other areas of the organization.
4) Cross campus events must be consistent where possible.
5) Promote the event internally through available methods including website and emails.
6) All arrangements must be clearly organized, documented and accessible to other members of the Marketing team in case of an emergency.
7) Events must include a method of monitoring and evaluation so assessments and areas of improvements can be highlighted.
8) Provide analysis after each event to the Head of Marketing and Business Development Manager.
9) Use current CSC promotional items, to support the event as appropriate.
10) Ensure all staff members supporting the event are well briefed and confident in their role.

5.PERSONALIZED MARKETING COMMUNICATIONS

Mass media advertising, by nature is impersonal. Our advertisements must be designed to appeal to a wide audience and may not be as effective as personalized communications. This module is designed to share the basic methods and benefits of personalized communication with our customers and prospects.

Methods of Message Delivery

There are several methods of communication that allow us to customize marketing information for specific individuals including email messages, bill inserts, direct mail and promotional items.

E-mail Campaigns

Direct marketing efforts, such as email message campaigns, have the potential to provide immediate sales results and create a personal connection with customers. Direct marketing lends itself to greater measurability and to testing variations in form and content to determine the best approach.

Segment Our Distribution List

By separating our list of customer email addresses into smaller groups, we can more effectively communicate with our customers. For example, we could group all of our current business customers who are already signed up for our broadband Internet service and send them targeted messages about our Commercial Web Hosting services for their corporate web sites. Use historical data to apply what we know about the likes and dislikes of our target market segments, and develop our messages and offers to fit.

Personalize Our Messages

Many e-mail marketing programs, like Constant Contact allow us to store our customer contact information in a database. When we send e-mail messages through these programs, our message will automatically address our customer by name. CRM programs, such as GoldMine or Salesforce.com, store and retrieve detailed information about our customer's history and preferences and can use this information to deliver tailored email messages.

Offer Something of Value

Reading the messages in their inbox requires our customer's time and attention. To make sure that our message isn't skipped over, use a compelling subject line that shows them immediately what's in it for them. We'll enjoy better results and "boost response rates by creating offers for unique products, useful information, compelling content, special pricing or gifts.

Include a Call to Action

Just as we do with mass media advertising, select an objective for our e-mail marketing campaign and stick with it. Make our call to action relate directly to our objective. For example, our call to action could ask readers to “Click or tap here to….” link to more information, buy a product, try a sample, communicate with a sales representative, participate in a survey or refer a friend.

Track Our Results

Using an e-mail marketing software program will make this step easier. Using these tools, we can view reports on how many of our customers opened our email message, clicked on a link in the message and how many of our messages were blocked by our customers’ anti-spam programs. Use this information to create new offers and determine which messaging techniques work best for our individual customers.

Please remember that unwanted “junk” email can damage our relationship with our customer.

Make sure we add a disclosure at the bottom of the e-mail as a way for people to e-mail us back if they would like to be removed from any further marketing communications.

Bill Inserts

If we bill our customers for other services, consider adding an insert into our billing package. This is an extremely popular and successful way of advertising. Best of all, bill inserts are relatively inexpensive, since we already send mail to our customers each month.

This insert can advertise the introduction of new core products and services, or add-on Internet services. It can offer a special promotion, or simply serve as a reminder of the services we offer.

If our invoicing system allows it, we should also consider adding a few lines of text onto our invoices to promote our services. This short message will reinforce the content of the bill insert and boost recall of the message among our customers.

Direct Mail

Direct mail allows us to specifically target likely prospects. However, it takes some planning to ensure the success of a direct mail campaign. It may seem easy, but the more time we put into it, the more we will get out of it. Following are some important steps to follow that will help insure our success.

Determine Our Objective

Having a clear objective for our direct mail program is absolutely critical to its success.

Pick Our Targets

Depending on whom our target market is, the form of our direct mailing can change dramatically. We may want to target one direct mail campaign to consumers and use another one to specifically target businesses in the area. The message would be different for each target audience, so it is best to specifically target one group at a time and direct the message to their needs.

Research Our Message

Before launching our first mailing we must research our targets and learn what will turn them on and get their attention. Without knowing their "hot buttons," our chances for success are minimal.

A strong warning here: Don't assume we know what our customers want.

Test, Test and Retest

Even if we think we know what our prospects want, it pays to test the market. This is particularly important if we are contemplating a large mailing that could cost thousands of Rupees. Take the time to create two or three different offerings and mail these to small random samples of several hundred targets. Carefully track the results to determine whether there is any significant difference in the results from the different sample groups. It's typical for offerings to be revised several times before the final package is developed.

Track the Results

To ensure our direct mail program is achieving our objectives, we must track the results. This means tabulating how many responses we get and determining whether different classes of targets behave differently. Keep track of whether targets buy or don't buy, how much they spend, how much our profits are, and especially whether these exceed our investment.

Manage Our Lists

Continually update our lists. Remove names of targets that have moved and keep track of what offering each target has been sent and their response. This will allow us to tailor future offerings to maximize our opportunities for positive results. Buying or renting mailing lists from list management firms may seem expensive, but the cost is more than repaid by the postage saved by not mailing to areas or groups unlikely to buy our services. Postage is quite often the single highest component of cost of a direct mailing campaign.

Personalize Our Letter

Send it to "Mr.Raghu Venkat ., President" or “Mr.Nitin Maheswari, Purchasing Manager." Don't address it simply to "President" or "Purchasing Manager." Doing the latter immediately identifies our letter as direct mail and increases the chances that the letter will be screened out without ever reaching our target or it will be thrown away without ever being opened. Adding the target's title also increases our chances of having the letter read in cases where the person we are seeking is no longer there.

Choose Our Postage

Our best results will be if we use a standard postage stamp – preferably applied at a slight angle (studies have shown putting the stamp at an angle improves results). Using a postage meter, especially at bulk mail rates with the words "bulk mail" stamped on the envelope, labels the letter as direct mail. Obviously, this is one area where we will have to make a hard decision. Mailing rates for first-class postage are always rising and putting a postage stamp on each letter will also increase our handling time compared to running each letter through a meter. On the other hand, because postage meter imprints are dated, the post office handles metered mail faster than it does stamped mail. Our decision should be based on the size of our mailing, what we are trying to accomplish and to whom the piece is directed.

6.TELEMARKETING

While the implementation of the Do Not Call Registry has deterred some marketers from using telemarketing tactics, talking with customers and prospects on the phone can still be a successful method for communicating our company's messages.

Before beginning any telemarketing campaign, be sure to review the regulations pertaining to the National Do Not Call registry as well as the regulations of the state we will be calling in.

Communicating by telephone offers an opportunity for our customers and prospects to connect on a more personal level with our company, our brand and our products. A conversation with a customer or prospect offers an ideal opportunity for our company to make a good impression and outshine (and outsell) our competitors.

Here are some tips for creating effective telemarketing scripts:

- Identify ourself to the customer or prospect immediately
- Tell them why We are calling in terms that engage their attention and make them want to list to what We have to say
- Ask relevant questions that will help our customer or prospect agree with what We are saying and understand the value of the product or service We are selling
- Offer the prospect or customer the opportunity to sign-up or set an installation appointment during the call
- At the end of the conversation, remember to thank our customer or prospect for talking with We, even if they do not buy our product or service
- If our prospect asks to be put on our company's internal Do Not Call list, respect their wishes

7.INTERNET ADVERTISING METHODS

Whether our business is large or small, we can reap the benefits of Internet advertising.
If our business doesn't already have a web site, the first order of business is to create one. Our web site is often the first place a new customer looks when searching for our products and services. The content of our web site is what search engines will pay attention to and will direct users to when they enter particular search terms, so our web site must contain a wealth of relevant information to rank high in the search engines.

Driving Traffic to Our Web Site

To drive the right kind of traffic to our site, we must understand:

- Who our target audience is.
- What we want them to do once they get our site.
- What our available Internet marketing budget is.
- How we'll get a return on our Internet marketing investment.

Below are some simple methods of driving traffic to our web site.

8. VIRAL MARKETING PROGRAMS

These programs are actually composed of word-of-mouth marketing tactics. The basic idea is to place a “tell a friend” link on our web site and the link sends a message to a person identified by our visitor describing our services and providing a link to our web site.

Reciprocal Links

Another way to drive traffic to our web site is to have other web sites link to our site. For example, if our local Chamber of Commerce maintains an online directory, ask them to include a link to We web site with our listed contact information.

Contests, Giveaways and Registration

Everyone likes the chance to win something of value. The next time we use a contest-or giveaway-type promotion; use our web site to collect entries. With this method, we can build a database of valid email addresses for future marketing campaigns. On a similar note, if we offer an e-newsletter, include a link to register to receive the newsletter on our web site.

Cross Pollination from Other Media

Our web site is an extension of our brand. Everywhere our logo appears, insert the address for our web site alongside it. In all our print ads and press releases, list our web address. In all our radio ads and on-hold messaging, mention our web address. On all of our business cards, letterhead and customer billing statements, list our web address. On every outbound email sent from our organization, list our web address. We get the picture – put our web address on everything.

Search-based Advertising

In the early years of Internet marketing, most companies used a “push” method of delivering advertisements, such as pop-ups and banner ads. Now, a more effective “pull” method of delivering marketing messages is available. Search-based advertising, also known as Pay Per Click (PPC) advertising, allows Internet users to “pull” our ad based on its relevance to a search they performed on a search engine like Google, Yahoo or MSN. Pay per click (PPC), also called cost per click, is used to direct traffic to websites, in which advertisers pay the publisher (typically the website owner) when the ad is clicked. It is defined simply as “the amount spent to get an advertisement clicked.”

With PPC users actively search for specific products or services before being exposed to an online advertisement. A PPC ad is actually a short text-based listing of information that appears in a larger list of sponsored results that most major search engines display on the right side of the search result page.

Advertisers participating in a PPC program will pay a certain cost-per-click to be included in these results. The advertiser pays a pre-determined click-through rate each time a user clicks on the advertiser's sponsored result to retrieve more information. This active attempt by an Internet user to receive specific information from an advertiser helps provide more targeted sales leads.

Selecting a PPC Program

There are a few items to consider when comparing and selecting a PPC advertising program. There are several web sites dedicated to PPC advertising methods and providing reviews of PPC firms.

Developing Our PPC Ads

The selection of keywords for our PPC ads is very important. When selecting keywords and categories to advertise in, follow these tips:

- Make sure keywords are relevant to our product or service
- Know our target audience and keep their search behavior in mind
- Use the keyword selection tools and assistance offered by our PPC program to choose the words that will ensure the users We want see our ads
- Creating our listing, or the actual text of our PPC ad, is equally important. These tips will help we create compelling copy to capture the user's attention:
- Create accurate titles – our business name may not always be the best title
- Write clear and concise descriptions
- Submit working URLs
- Check

9. PUBLIC RELATIONS

Public relations is a form of communication that employs publicity and other non-paid forms of promotion to influence the feelings, opinions or beliefs about our company, its products and services, and the value of the organization to buyers, prospects, or other stakeholders.

1) Media releases must always be timely, newsworthy, written in plain English and concise.
2) The CSC Marketing Department aims to sustain and develop positive and mutually beneficial relationships with the media in order to promote the values, professionalism and benefits of staying at CSC.
3) In order to prevent CSC being misrepresented by the media or unintentional and inappropriate comments being made to journalists, all contact to/from the media must be directed through the Business Development Manager.
4) Following contact from the media, the Business Development Manager will co-ordinate an appropriate response by liaising with relevant staff member.
5) In the event of a sensitive situation, Business Development Manager will be responsible for contacting a head of function or senior management to deliver a comment.
6) The Business Development Manager will monitor CSC and competitor media activity and report monthly.
7) Business Development Manager will follow up any worthwhile PR opportunities that they are made aware of.
8) It is the responsibility of the Business Development Manager to develop positive and productive relationships with local and regional media.
9) A media contact document will be held on the marketing drive and will be updated as changes occur.

Requests for a Press Release

1) Send a PR Request.
2) Completed request form to be sent directly to the Business Development Manager along with supporting information and photos.
3) Business Development Manager to respond to the request and obtain any further information if required.
4) The completed press release will be sent for approval to any person that has been quoted as well as the person requesting the PR.
5) On approval, Business Development Manager will send the press release out to relevant media and upload to the CSC website.
6) A short summary will be uploaded to Facebook and Twitter if relevant.

Staff and Student Media Consent

1) In line with the Photographic & Visual Media Guidelines, students/ staff must give permission for Marketing to use their images or work in marketing material. The 'Testimonial & Photography/Film'
2) In line with the Photographic & Visual Media Guidelines, students/staff must give verbal or written permission for marketing to use their direct quotes in marketing material.
3) Where possible, it is good practice for Marketing to gain final approval of any PR or marketing material from students/staff that have been featured in any way.

Writing Effective Press Releases

A press release is a document prepared by us that gives editors information about a specific news item. Unlike a display ad that we pay the newspaper or television station to print or broadcast, we must convince editors and producers that our story is newsworthy.

Recommended newsworthy topics for our press releases might include:

- Descriptions of new products, technology or services
- Announcements about business gains, financial results or expansions
- Details about recent company achievements
- Announcements regarding personnel changes and promotions
- Details about awards or special recognition the company or one its employees recently received
- Advance notifications about service outages
- Our company has made a donation or sponsored an event

Tips for Writing a Newsworthy Press Release

It is important to know and understand the audience who will be reading our press release. Use language that our audience can read easily. Only use highly technical language when we are writing for a technical audience who will easily understand such terms. Following are some other tips to help us create and distribute press releases that generate our desired results.

Develop a relationship with our local news editors and reporters

Knowing the members of our local news media, and having them known, is important because it increases the chance of having our press release published or broadcast. When members of the media know that we send well-written releases for newsworthy topics, we make their jobs easier and they will become more willing to help we communicate our messages to the public.

<u>Create attention-grabbing headlines</u>

The headline is our first opportunity to grab an editor's attention. It should transmit the core news/message so that the editor immediately knows what the story is about. It should be informative, but not necessarily sensationalized. Follow journalistic tenets in our lead paragraph.

The lead paragraph is sometimes the only section of our press release read by editors when they are decided which news items to print. It's also sometimes the only area read by members of the public when they're scanning the paper. Be sure to answer the basic questions of journalism in the lead paragraph: Who, What, When, Where, How, and Why.

<u>Format our release properly:</u>

Use white, 8 ½ by 11 letterhead. Avoid fancy fonts. Double-space the copy.

Do not hyphenate (split) words at the end of a line

Leave a 1 ½ inch left hand margin and 1 inch right and bottom margins. Start one-fourth to one-third of the way down the first page.

On the second page, use a one-inch top margin. Include a release date either after the "dateline" on the first line of the release (Jan 3, 2015) or in the information above the body of the text.

The use of "FOR IMMEDIATE RELEASE" is not recommended these days as editors receive so many releases that if ours get seen a few days after and is not an "IMMEDIATE release" it may get scrapped. In most cases now We would put FOR RELEASE ON OR AFTER Jan 3, 2015 and the date We send it to the editor.

As a practical matter, it's usually best to hand deliver or FAX our release three or four days before the dead line but not sooner.

Include contact information at the top of the first page with the release date.

The last paragraph should be a brief "boilerplate" statement about our company, including: when it was founded, service area, basic services and products, number and type of customers, etc.

Attaching a photograph is usually a good idea. Check with our editor to determine the best formats for submitting photos.

Note: It's also a good idea to post the press release on our web site, and build an on-line archive of past releases.

Check our grammar and spelling

Typing errors and poor grammar severely reduce the chances of getting our press release published or broadcast. Be sure to have someone other than the press release author to proofread the release before it is distributed.

10. FLIPCHART FOR ADMISSION PROCESS

About us

1) We are integrated solution provider for Student Housing from past 15 years
2) We are present in different parts of Central Bangalore with more than 12 housing facility and adding 6 more housing this year and more 5 to go by next year
3) We are operating across India.
4) We are in strategic tie-up with Jain University, Jain college of Engineering, IIT and Nirma in Ahmedabad and Narsee Monjee in Indore, Mumbai, Hyderabad etc.
5) Highly motivated and professional team to cater students' needs

Food & Beverages

1) We are the best providers of North Indian and South Indian cuisine and we attempt at "healthy" cuisine which adds valuable firepower to menu discussions.
2) We have more than 500 items in our menu.
3) We serve more than 5000 meals per day
4) Utmost care is given to the food hygiene.
5) We have catered to more than 50000 students in the housing domain from past 15 years.
6) Confectionaries, snacks and soft drinks are available 24/7
7) Food can be customized for students during illness at no extra cost.
8) Our food experts are taste- and ingredient-driven beings who carefully design the menu and disclose it to the parents once in a fortnight

Health & Safety

1) We maintain high level of hygiene and follow strict housekeeping schedule.
2) High caliber Pest Management on regular basis
3) Gym facility is available at selected location
4) We adhere to all the legal norms and safety standards
5) Regular Student health monitoring
6) Alcohol, drugs and smoking is strictly prohibited and monitored.
7) Medical Emergency service for students by supporting their hospitalization and transportation when required.
8) Cashless medical insurance through Medi-claim policy, for all students.
9) Security
10) Anti-Ragging Squad in every hostel
11) CCTV and strict Security Management system in all our housing firms.
12) Complimentary pick and drop to railway station or to nearest airport bus terminal

13) Male and female wardens in their respective hostel are available 24/7 for student care.
14) Housing provided in close proximity to the college.

Operations & Maintenance

1) Amenities with study table is provided in every room.
2) Hot Water available during specified time
3) Off campus laundry and self-laundry available.
4) Student report sent to the parents on a quarterly basis
5) Excellent Infrastructure
6) Complaint Redressal through Mobile App
7) Free Wi-Fi available for all students to support their studies and for e-mailing.
8) IVRS approval by the parents for their wards movement, is a unique feature to ensure convenience and discipline
9) Gym, indoor sports and recreation setup.
10) Feedback management for all the services provided
11) Air-conditioners and air-cooled environment in the student housing.
12) Team Building Activities
13) Cultural events, prom nights are organized exclusively for hostel students
14) Social networking platform for students as well as parents
15) Internship program for personality development.
16) Sports events like cricket, badminton etc. are conducted.
17) Recreational facility is provided.
18) Team building activities through various joint trips and picnics.
19) In house National festival celebrations like Makar Sankranti, holi, Ganesh Chaturthi, Christmas etc.
20) Self-defense classes exclusively for girls.
21) Counselors are available to address student concerns.
22) Education Support for all the students during exam season
23) While studying for exam, special attention is given to the students.

Social Media

1) CSC uses social media as part of the marketing mix to engage in conversation with our residents and community, build and maintain strong relationships with our online community, promote housings and events and reach followers with last minute news and alerts.

2) CSC social media activity is the overall responsibility of the Marketing Department. However, a dedicated person has the responsibility of uploading relevant information across the various social media outlets too.
3) Inappropriate, offensive or overly critical content will be removed by a member of the Marketing Department.
4) Key social media sites will be monitored regularly for trends, opinions and comments.
5) CSC social media sites must be updated at least once a day with relevant and interesting posts.
6) It is the responsibility of the Marketing Department to find interesting and appropriate posts for the social media sites.
7) When engaging in conversation with followers the tone must be friendly and positive and in a timely and courteous manner. Disagreements may occur, but opinions should be appropriate and polite.

CSC Website

1) The CSC website is key in the housing marketing activities. It is therefore essential to continuingly monitor and update the site.
2) The Marketing Department is responsible for the content, accuracy, and timeliness of uploading course content.
3) It is the responsibility of Events Committee to provide the Marketing Department with accurate course information by the set deadlines.
4) Technical functionality is the responsibility of the IT Manager.
5) Public & Community Relations Officers will upload PR content to the site daily.
6) Website imagery will be an accurate reflection of the housing and considerate to the CSC Single Equality Policy.

Creating a Newsletter

Offering a newsletter is a wonderful way to keep in touch with our customers and prospects. Customer retention may be the highest and best objective of e-mail marketing.
There are several methods of formatting and delivering our newsletter including: inserting a one-page newsletter with our monthly customer billing statements, emailing an electronic newsletter to our current customers or allowing prospects to visit our web site and opt-in to our newsletter mailing list.

When drafting our newsletter, be sure to keep our articles brief. Our goal is to keep our customers informed of our new products and services and let them know about our involvement in their community. Here are more helpful guidelines to help We create a successful newsletter:

Be consistent

Whatever frequency we decide on for our newsletter, whether we publish it every Monday or on the first day of every month or in the second month of every quarter, stick with it. Sending our newsletter consistently reminds our customers and prospects that We deliver on our promises.

Provide relevant information

The value of a newsletter is its ability to highlight our business and educate to some extent our subscribers. What industry knowledge or insights would be of the greatest value to our audience? What product information or application examples would help them understand the value of our products or services? It is a good idea to keep a file of news clippings, trade publication articles and industry statistics that will help us brainstorm relevant topics for our newsletter.

1.Present a professional image

Use desktop publishing software or HTML email composers to give our newsletter a professional image. Use colors and images as appropriate to reinforce our message. Pick a color scheme and stick with it – use colors associated with our company or brand to add even more branding impact to our message.

2.Offer an option to unsubscribe to email newsletters

Remember that our customers and prospects may change their preferences regarding our newsletter. If our newsletter is delivered via email, remember to include instructions or a link for our newsletter subscribers to opt-out of receiving our messages. Using an email marketing program (e.g. Constant Contact) will be helpful in managing our subscriber’s preferences.

If we don’t have time to compose professional-quality content for our newsletter, we can search thousands of pre-written articles from news aggregation services. When we use these services, be sure to understand the fee structure and follow copyright instructions carefully.

Get on Our Community Welcome Wagon

If there is a local Welcome Wagon, have them include a coupon for our service or a welcome gift. The best time to get a new Internet customer is when they are moving into our area. Leave brochures at the local Chamber of Commerce for new families and business.

Creating Promotions

There are two basic types of promotions, transactional and relationship.

Transactional Tactics

Transactional promotional tactics are associated with single-occurrence events, like the purchase of a product or service or a visit to a store. Within this category, there are two basic methods to drive sales or increase customer traffic. One method is to offer a discount, allowing the customer to buy a product or service for a lower price. Another method offers added value for the customer by allowing them to purchase a larger quantity of the product or service at the regular price.

Discount Tactics

Discounting is one of the oldest forms of promotion. This tactic is most successful when it meets the correct customer motivation threshold (i.e. price or convenience). Here are a few ideas for discount-type promotions:

- Distribute a money-off or percent-off coupon through direct mail, e-mail or a print ad.

- Announce a price roll back to our customer base.

- Use loss leaders to stimulate sales in other areas (e.g., offer video service at a deep discount to customers who also sign-up for our broadband and phone services).

- Offer something free for a limited time (e.g., offer new customers one month of service for free when they sign-up during a specific time frame).

Value-added Tactics

When marketers employ value-added tactics, they offer something of value to customers without charging extra. Here are several ideas for value-added promotions:

- Offer a gift with purchase (For example, We can give t-shirts away to customers that sign-up for one of our new products or services. When the customer wears the shirt, We'll receive the additional benefit of free advertising.)
- Offer customers 12 months of service for the price of 10 (note: We may want to use this type of promotion as a discount for paying for a year's worth of service up front).

- Offer a free entry in a contest or sweepstakes.

Transactional promotional tactics are popular because they offer immediate and measurable results. When We use transactional methods in our business, remember to make the promotion complement our brand image, be relevant to our target audience and the discounts deep enough to drive sales but not impact long-term profitability.

Relationship Tactics

Relationship promotional tactics place greater emphasis on the consumers' relationship with a particular product, service, company or brand. The goal of these tactics is to connect with consumers and foster a greater attachment to our brand. Relationship promotion programs use four stages of graduated connection to the consumer: Introduction, Sharing, Friendship and Love.

Introduction

This is the initial opportunity for our brand, product or service to make an impression on our target audience. In this phase, our promotions should be designed to develop awareness of our product, service or brand. These first impressions are important, so remember to make our promotional introductions representative of our brand's personality. Public relations activities, special events and street marketing are the promotional tactics most often employed to make introduction.

11. REFERRAL PROGRAMS

According to Paul and Sarah Edwards, authors of *Getting Business to Come to us*, up to 45% of customers choose service businesses based on the recommendations of others. Referrals can be an effective source of new business at little to no cost to us. Acquiring new business is essential for any company. And what better way to get the message out than by the word of mouth of satisfied customers. If we don't have a referral program in place, We are missing out on a simple, inexpensive way to grow our business.

Why are referrals so compelling? Referrals are a powerful tool for bringing in new business because they come from a credible third party that has first-hand experience doing business with us. They command special attention because they usually come from friends. Friends don't have ulterior motives and have our best interests in mind. Lastly, customers that give referrals become more loyal to us and our business.

Customer service is the foundation of the referral process. But just because we give good customer service doesn't mean that we will get a lot of referrals. Receiving referrals on an ongoing basis is as much a function of planning as it is great customer service. Many business owners assume that referrals will happen by themselves if they serve their customers well. This isn't true. If we are not deliberate and proactive in creating referrals, the chances of us receiving as many referrals as we want are slim.

To increase the number of customer referrals, we suggest implementing a customer referral system. A referral system is a process that we can put in place to bring in new business through our current customer base.

Turn Our Current Customer Base into More Revenue for us

First, we need an incentive to entice existing customers to refer our service. A common incentive is to provide a free month of service to the existing customer for each new customer they bring in. When new customers join our service, they simply give our service rep the name and email address of the person that referred them. We give the person that referred them a credit for one month of free Internet service. It would be prudent not give the credit until the new person has been a paying customer for at least one month. This helps ensure that we are not losing money on the deal, or being taken advantage of. Promoting our new customer referral program is easy and inexpensive. We can send out an initial announcement email about the program, as well as quarterly reminders in our bill inserts or newsletter. In addition, we can add details about the referral program in the Welcome Email that our customers receive when they become a customer. Finally, we should post details about the referral program on our Web site.

Track Our Referrals

We can use spreadsheets or simple notes to track our referral program. Simply create a special list for our customers who have been referred by another customer. List our referred customers, the date they signed up, and the customer that referred them. Simply update the spreadsheet monthly as We check payments and pay referrals.

When a new customer calls and says, "My brother Lohith referred me," We can put them under the referral list and in a "Special Note" section include Lohith's email address.
At the end of each month we can review the results for that month in our spreadsheet. This will show us all current customers that were added as a result of a referral.
Once we verify that the customers appearing on the report have paid for their first month of service, we can credit the new customer for their free month.

Referrals

Why referrals?

What percentage of our new clients comes to us from referrals?
For most mature practices, the percentage is very high: some research studies show that 70-80 per cent of clients choose their professional advisors primarily on the basis of a recommendation or referral.
Generating opportunities through referrals and recommendations has obvious benefits:

- Marketing costs are reduced (although this does not mean that referrals can be generated without time or effort)
- Increased credibility and trust – the fact that someone has recommended us means the client already has more confidence in us than if they were contacting us cold. This has benefits in terms of:
    - increasing our chances of converting the opportunity into an instruction — reducing the time and effort needed to convert the opportunity, and
    - increasing the level of trust, confidence and openness throughout the matter, making prospects more receptive to us.
- Referrals also give us an opportunity to help a referrer – if the relationship works We help to reinforce the trust a client has in a referrer. Referrals that work well can be a win / win for everyone.
- Referrals are easy to track, so we know how We are doing and when We need to increase our efforts.

- Referrals and recommendations can be generated from a number of different sources, but to help us focus on increasing our referrals, it helps to split sources into two areas:

- reciprocal institutional / practice referral arrangements, and
- Personal fee-earner referrals.

Reciprocal institutional / Practice referral arrangements

Depending on our area of practice, a high number (again up to 80 per cent) of our referrals or recommendations will come from another professional or from a recognized organization.

While many practices recognize this, they often fail to take the necessary actions to protect and develop mutually beneficial (reciprocal) relationships with key institutional referrers, with the result that the relationship eventually ceases, as do the referrals. Below are some tips for maximizing the effectiveness of a reciprocal organizational referral arrangement.

Pick our partners carefully

- We will not be able to establish formal referral agreements with many other organizations: one partner keeps it simple and three should be our maximum – more than that and we will not have enough time or focus to manage the relationship.
- What type of organization will give us the most referrals? This will depend on our main practice area, but common candidates are professional associations, accountants, financial advisors, other solicitors, insurers and unions.
- Consider all possibilities. Do not limit our options to people or organizations we already know. If there is an organization we believe could be a good partner for us, approach them, get to know them, and ask them if they would be open to discussing a mutually beneficial referral arrangement.
- ▪ Are they a good choice of partner:

— do we have similar or complementary client bases? — do they look after their clients?

— would we be happy to refer our clients to them?

— will we be able to develop good individual relationships with their people? — do they have a similar culture to our organization?

— can we trust them to keep their side of the deal?

<u>Formalize the relationship</u>

- Once we believe we have identified a good potential referral partner, ask them if they would be willing to discuss setting up a more formal arrangement and arrange a meeting.
- Discuss how the arrangement might work, including:

— realistic expectations of the number of referrals or recommendations that can be generated by each side a month

— the nature of these referrals: the passing on of information to a client (at all times? at appropriate times?) and the passing of client contact information to the other organization (with consent)

— expected actions by each side
— training and support to be provided by each side for the other, and
— the need for client disclosure as to the nature of the referral arrangement.

- If, and only if, a broad agreement can be found on the above, move towards some sort of formal agreement such as a memorandum of understanding. Even if the agreement is only for a trial period, without a formal plan and a signature behind it, arrangements are unlikely to be successful.

<u>Train and support our referral partners</u>

- We cannot expect our partners to confidently refer clients to us if they do not understand us and our business.
- Arrange training for all individuals within the partner organization and provide them with support information / documentation, so they can confidently talk to their clients about how We can help them, and answer any questions their clients might have.

- Provide update training on a regular basis – including when we are introducing any new people or services to our practice.

<u>Do the follow-up marketing to their clients</u>

- We cannot expect our referral partner to do all the marketing work for us.
    - Ensure the referral partner has enough of our literature.

— Seek further information as required from the referrer contact. — Promptly follow-up on any opportunities.

<u>Keep our side of the bargain</u>

- Do not expect a free ride. Referral relationships work best when there is a genuine reciprocal benefit for both partners.
- If we fail to generate opportunities for our partners, their commitment to referring clients to us will fall, and the relationship will implode.
- Make sure we monitor our own actions and keep to our side of the bargain. Develop measures of our activity and communicate this to our referral partners.

Consider joint marketing initiatives

If the relationship is going well, and we are both actively seeking opportunities from the same client types, consider joint marketing campaigns that can save costs and maximize opportunities.

Regularly review the relationship

Establish regular meetings to review referral activity, and discuss how the relationship can be maintained and developed.

Personal referrals

In addition to practice referral arrangements, all fee-earners should be encouraged to cultivate their own network of potential referrers. Here are some tips to maximize individual referrals.

Excellent client service

The first step to generating referrals is providing excellent client service.
Aim to exceed client expectations in all our matters.

What do we do?

- Referrals can often come from the most unlikely of sources – people we know socially who we do not expect business referrals from, but who know what we do, and who can tell others.

- Have a simple key message, preferably memorable, that we can tell people about what we do.

Build a database

- Make lists of potential referrers, whether these are existing clients, past clients, business contacts, family friends or others.
- ‘A’ referrers:

— big fans of ours who have referred people in the past and who we could potentially expect many more referrals from
— limit the numbers: 10? 20? We will need to pay these people some attention by keeping in regular contact.
— ‘B’ referrers (or possibly ‘C’ referrers as well):
— people who might be willing to refer us in the right circumstances, if we keep in touch
— only include people who we know, who know us and who respect our business.

Stay in touch and remind people of what we do

- Our aim should be to ensure that our contacts think of us and recommend us when they meet somebody that could potentially use our services.
- Regular personalized contact with our ‘A’ referrers

— Coffee catch-ups, phone calls, personalized notes or emails — discuss our recent work / how we helped people.

- Consistent but less regular or personalized contact with ‘B’ referrers

— newsletters or group emails or group posts.

- Develop a monthly plan of meetings, calls, newsletters and emails to ‘stay in front of’ potential referrers.

Give to get

- Many referrals are reciprocal.
- Think of ways that we can help somebody else – through a referral, an introduction, a business suggestion or similar.
- The more we help others, the more they will be willing to refer work back to us.

Mention we are a referrals-based business

1 Mentioning that we get most of our business from referrals acts to subtly suggest the possibility that contacts could refer more people to us.

2 It also suggests to both potential clients and potential referrers that we must be good at what we do – and gives people some reassurance that they would be safe in referring others to us.

3 Consider mentioning that we are a referrals-based business in our communications and marketing: our brochures, newsletters, website, and business cards – even our stationery.

Identify referrals

- Make sure we identify when somebody has been referred to us.
- Ask the question, “How did they hear of us?” or “Why have they chosen to come to us?” in an initial interview, in a form, or when gathering initial contact information.
- This information is vital to determine how many referrals we are generating, and so that we can thank the referrer.

Thank referrers and keep in touch

- Thanking referrers will generate more referrals.

- Develop systematic arrangements for thanking referrers – whether by a phone call, personalized note, or a small gift.
- A referral conveys significant trust on the part of the referrer: if a client is unhappy with our service after a referral, it reflects badly on the referrer. For this reason, stay in touch with the referrer and let them know how the relationship is going.

<u>Respond to positive feedback</u>

- Seeking client feedback is vital for a number of reasons .
- If we receive favorable comments from one of our clients, thank them for their comments, and ask them to pass on their feedback to others who they think could benefit from our services.
- Emphasize how important referrals are to our business.

<u>Asking for referrals</u>

- Most referrals and recommendations work best when they are unforced and in response to the needs of others – when the referrer recognizes someone's need for advice and is happy to recommend us.
- Asking minor clients to proactively tell all their contacts about us can be seen as a bit pushy, and can harm our relationship with a client or potential referrer.
- If, however, we have a very strong relationship with someone who has referred others to us, and We know of a specific client We are confident We could help, it might be appropriate to ask for a referral.
- If We do ask for a referral:

— ask at a relaxed moment, when the relationship is very strong

— thank them for their business and any past referrals, and emphasise how important referrals are to us

— ask if we can ask them for a favour.

— tell them what referral or referrals could specifically help our business, and ask if they could help (by recommending us or in some circumstances, even introducing us).

- Only ask for referrals once.

<u>Referrals, payment, disclosure and professional rules</u>

One of the reasons some practitioners are cautious about cultivating referrals are the professional rules that govern referrals and referral fees.

<u>Networking</u>

Networking is one of the most valuable skills and activities for both senior and junior solicitors, but many feel uncomfortable with it – often because they believe networking requires natural people skills that they do not possess, or alternatively because they feel awkward, embarrassed or transparently ‘salesy’ and pushy.

Effective networking is simply a process or a series of steps that can be learned and followed.

Although some people might appear ‘natural’ networkers (relaxed and sociable in meeting new people), introverts are often actually more effective in networking. Confidence can quickly be built up by both learning the key steps in the process and by gaining experience. A key thing to remember is that, while networking might sometimes feel unnatural or like hard work, everyone is in the same boat, and simply recognizing this can help prevent feelings of self-consciousness.

- By complementing each other, we can promote each other without appearing to brag.

We can also use the introduction of our colleague as a way to move onto other people.

Be brief

- Be wary of boring others, imposing our self or taking up too much of their time.
- Make contact, establish a rapport, exchange information and move on.

Advice

- Don’t give advice unless someone specifically asks for it – it risks offending.

Don’t brag

- Do not be too pushy or ‘salesy’.
- Do not brag, or be too obvious in promoting our strengths.

Avoid being overt in asking for or offering of business cards

- Either asking for a business card or offering our own unnecessarily can be seen as course.
- Wait until someone asks for our card, or we have a valid reason to ask to exchange cards.
- If we remember their details, and we are memorable, We can always look them up on the internet.

The above should help to improve our networking effectiveness, but we should not expect to generate immediate leads or instructions out of it. Networking is a long-term initiative – We might not see an immediate benefit, but if we go to the right sort of events regularly, we might later be surprised at the opportunities we have created. Taking a long-term view of networking also helps to take the pressure off so we can relax

Networking and social connections

Most of the above discussion is focused on business networking, but do not neglect the opportunities offered by social networking. Social bonds are usually stronger than business connections and people will often recommend a friend, a friend of a friend or even a casual social acquaintance.