



THE adventure

SPRING 2022

ASENMARKETING.COM



SPARK MORE GROWTH IN 2022 with SMART Marketing Goals

The key to success is not just about setting goals. The kind of goals we set are just as important - maybe even more so.

The problem with most goals is they aren't SMART... as in, they aren't Specific, Measurable, Achievable, Relevant, and Time-Bound. SMART goals help us take all of our grand ideas and break them down into manageable, concrete steps that we can begin to act upon.

The same principles apply when setting marketing goals for the coming year. If we just say, "let's get more leads in 2022," that goal is probably going to languish in frustration. But if we say, "our website will generate five new leads per month in 2022," we have something more targeted to work with.

This SMART goal takes a big, somewhat abstract goal ("more leads") and concretizes it. "More leads" now means: "five." It also

creates a time frame: "per month in 2022." And, perhaps even more importantly, this SMART goal is realistic. Five leads a month generated from the web is a reasonable expectation and gives us something to measure, as well as a timeframe.

What are some SMART goals that can help you accomplish more in the coming year?

View our SMART goal examples for four common objectives on page 8.

Your specific situation will determine the kind of SMART goals you set... Asen is here to help you focus on what goals are best for your brand.



TRADITIONAL MARKETING

Get personal to add unique value to your campaigns.

Page 2



IMPROVE RETENTION

Save money by retaining talent & decreasing turnover.

Page 4



CLIENT NEWS

Billboards, websites, grand openings... oh my!

Page 6



ASEN NEWS & PUZZLE

Catch up on our latest staff news and search for a win!

Page 8



DON'T ABANDON TRADITIONAL MARKETING

Personalize your campaigns instead...

Do you remember the Bob Ross painting program? Bob's soothing voice and "happy little trees" were public television staples for over a decade and have since become part of our cultural language.

If you were to turn on an episode today, one thing you might notice is the variety of tools and techniques Bob used to achieve the serene landscapes his show was known for. He'd use a broad color palette, different-sized brushes, and even paint knives as he created entire worlds on canvas, skillfully using each tool to help bring life to his vision.

What does this have to do with marketing? Well, much like Bob's beautiful paintings, it takes a variety of tools

and techniques to create a complete marketing picture for your business.

It's easy to ignore traditional marketing in today's environment. Digital marketing and advertising get a lot of attention these days, and for good reason. Yes, your customers are online, and you need to meet them there. But there's a misconception that traditional marketing channels can't achieve similar results, therefore aren't worth your time or budget.

With the right strategy and messaging, traditional channels can add immense value to your marketing campaign and drive real results for your business.

Traditional marketing works... if done right.

Your customers still drive around with the radio on, read magazines, check

the mail, and watch TV...

So, an effective marketing strategy should take these channels into account. Allowing your audience to interact with your brand across multiple channels shows you understand them and care about developing a relationship with them—not just anyone.

There's an art to achieving the right mix in your

marketing strategy. Trying to reach the right people at the right time with the right message can be challenging, which is why partnering with experienced marketing experts can help you make the best decisions for your brand.

Let's take a look at some traditional tools you can use to reach and resonate with your audience...

Television

Cord-cutters may be grabbing headlines, but broadcast TV is still a viable marketing channel for most businesses. There are currently about





121 million television households in the United States. That's a lot of eyes by any standard, and a good chunk of them could be your audience.

Broadcast TV (also referred to as network TV) is a fertile ground for growing your customer base. Local news and sports are only available on broadcast news in some areas. Significant events like the Olympics or the Super Bowl are always a big hit for broadcast networks, and ever-popular talent and competition shows are still major network TV events.

When part of a multi-channel campaign, advertising on broadcast TV can reinforce your messaging and help put your brand on the map in your area. Plus, it hits multiple senses by using memorable visuals, jingles, and/or taglines to stick with your audience long-term.

Radio

Radio may be one of the most underappreciated marketing tools businesses have at their disposal. Broadcast radio is everywhere. You probably hear it in your car, while shopping, in most waiting rooms... In fact, radio held onto an astonishing 83% reach among adults in 2020.

Personalizing your marketing on radio is relatively easy

because most stations are highly formatted. To reach the audience you care most about, all you have to know is what they care about: news and talk, sports, music (country, rock, pop)... there are stations for all of them!

Print (it ain't dead!)

The "demise" of print journalism has been well-covered in the media. And while digital news has become a major trend, print is anything but dead. When it comes to marketing your brand, magazines—

In 2020, print advertising held a 39.8% share in high-income audiences, and print media is projected to have nearly 72 million readers by 2025.

particularly special-interest or trade magazines—can be a great place to meet your audience and deliver a message that speaks to their needs, interests, desires, or goals. Again, the key here is to know exactly who you want

to reach and what you want to say in order to make your messages stick.

Direct Mail

Perhaps one of the most personal of the traditional marketing strategies, direct mail leverages the power of direct communication and relationship building to help create brand awareness.

Because this method is so intimate, it's extremely important that you know your customer or prospect before implementing it in your strategy. With direct mail, you can create a powerful impact and forge a deep relationship, all on the receiver's terms—or you can quickly bother the receiver by sending irrelevant or confusing messages to their personal space. Expertise will make all the difference, so make sure you have a marketing manager or partner you really trust to do the necessary research and help personalize your strategy to your audience.

Public Relations (PR)

Traditional methods for getting the word out about your business don't have to be expensive. A solid PR strategy can go a long way toward establishing your brand in the public's imagination. The rule of thumb is simple: if you do something, say something. Let the public know what you're up to (humbly, of course).

Once again, strategy is critical to successful PR. Target specific outlets relevant to your audience and develop relationships with them, either on your own or with the help of an agency. Know what you want to communicate, and bolster PR wins with targeted advertising to see big gains.

Bringing it all together for campaign success. The key to successfully personalizing your traditional

marketing is simple, but it isn't easy. It all comes down to having a solid strategy, which begins with a thorough understanding of your customers. That's how you reach the right people at the right time with the right message.

At the end of your fiscal year, your marketing can be as colorful and exciting as a Bob Ross painting.

As you can see, it takes a lot of thought and a little bit of finesse to put together a comprehensive strategy that works for YOU. That's why partnering with an experienced agency like Asen can be the best move for your brand. With our expertise, you'll understand your customer on a deeper level and receive proven strategies for reaching them efficiently.

"Your brand is the single most important investment you can make in your business."

- Steve Forbes

Ready to start marketing your brand?

Give us a call at 865.769.0006 or visit asenmarketing.com.



PLAY TOGETHER TO STAY TOGETHER:

How to Improve Retention (Part 1)

Effective employee retention is one of the most important aspects of successful leadership. High-retention workplaces have two common priorities: incentivizing the dedication and motivation of employees, and curtailing the damage done when employees leave.

Retaining top talent and decreasing your turnover rate can save you valuable time and money on everything from recruiting and onboarding to training and

ongoing productivity. Because when an employee exits, so does the investment you've made in them.

In part one of this two-part article, we'll share 4 benefits of workplace recreation that you can start using right away!

Understanding the Value of Team Recreation

The reality is people often compartmentalize work so narrowly that they don't allow for any real connection with coworkers or management. The average employee is used to getting in and out of work as quickly as possible (often

with little interaction), meaning it's on you (the employer) to encourage team recreation. Don't worry... we're here to help!

Here are the first 4 approaches you can take to effectively implement team recreation and improve retention as a result...

1. Socialize

This is easily the most important reason for offering team recreation. People need to connect with others, which is why isolation at work is a major cause of low productivity and employee exits. Giving your employees the opportunity to get to know each other outside of a work setting fosters friendship and creates shared memories.

RESULT: Eliminate awkwardness at the water cooler or in the lunchroom by helping your employees create talking points through shared experiences and

common ground. Employees who feel socially included don't feel as much of a need to look elsewhere for connectedness.

Our favorite picks for socializing events:

- Team lunches
- Happy hour*
- Tubing/white water rafting
- Bowling
- Painting with a Twist
- Cooking classes
- Food/drink tastings (coffee, wine, chocolate, etc.)

**bonus if you bring employee-centered questions or games!*

2. Collaborate

Ideally, employees work together well. But employees may be so accustomed to working solo that teamwork feels like the dreaded group project they had to do in school. Instead of throwing new employees into the group

and hoping they start to meld, throw them into leisure gatherings that allow them to learn each other's workflow and how to effectively collaborate. A machine doesn't run smoothly without oil!

RESULT: With practiced teamwork, coworkers will start to learn that they can depend on each other, which will lead to more efficient delegation, less backtracking up the ladder, and better coordination on future projects. This will also give you an opportunity to observe your employees' strengths and weaknesses, identify leaders, and make changes that benefit your company long-term.

Our favorite picks for collaboration and communication-focused events:

- Island survival games
- Murder mystery dinners
- Memory/board games
- Escape Rooms

3. Humanize

As a leader, you set the tone for how you want people in your office to perceive one another. Work isn't our only identity. But it can be hard to picture coworkers outside of work and easy to forget that they are more than the position we see them in every day. Your team will be much more likely to participate in corporate events if you set a holistic tone for how you want people in the office to treat each other.

RESULT: Learning about our teammates helps us see them for who they really are, versus just as "Bob from Accounting." The more they understand each other, the easier it will be for them to trust and respect each other. This can also reinforce a greater sense of shared accountability in the office, resulting in higher productivity and more room

for creativity, discussion, and growth.

Our favorite picks for humanizing events:

- Word association games
- "Show and tell" days
- Yoga or meditation classes

4. Foster Creativity

Last but not least (for part one of this article, that is), you can implement team recreation by choosing activities that require a bit of innovative-thinking. These can be very telling of what skills and ideas your employees have that you can tap into.

Creative assignments will bring out hidden talents and dispel presumptions about fellow team members. For example, maybe your web developer is an improv master and can assist in training your public speakers. Maybe the girl from billing creates art in her free time and can be taught to assist the design team when they're feeling overwhelmed with work.

RESULT: A little bit of creative pressure in a group setting can be a great stimulus for encouraging new skill formation and can give you direction on who and what to encourage. New skills in your workplace will allow you to move your current employees around and up in the office, positively affecting retention.

Our favorite picks for creative events:

- Beginner's painting class
- Sculpting or pottery class
- A friendly creative writing competition
- Themed dress-up days
- Invent a new game using the pieces of a familiar one

Want to learn more about the many other ways we can help you and your team thrive?



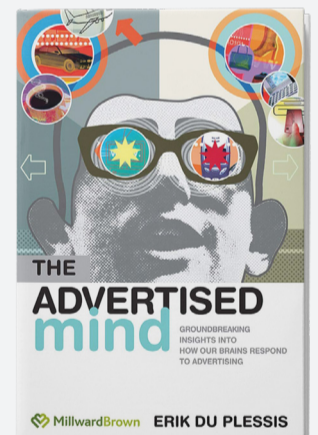
Book Report

The Advertised Mind: Groundbreaking Insights into How Our Brains Respond to Advertising

by Erik Du Plessis

"The most memorable advertising is based on emotion that evokes positivity."

Appreciating the inner workings of the mind and the power of emotions to connect with consumers on a deeper level is not a new concept; however, learning to utilize this understanding is of utmost importance in effective advertising. This groundbreaking book explains how the brain responds to advertising. Once you appreciate how the mind works, you can begin to craft messaging aimed at getting inside the mind and staying there.



Let's chat! And in the meantime, give these fun tips a try and stay tuned for part two of this article, where we'll provide 4 more game-changing ideas for improving retention within your team.

Part 2 is coming in our next issue of *The Adventure*. Or find it and other articles online at:

asenmarketing.com/blog

“Working with Asen is by far one of the best decisions we’ve made to take our company to the next level. The amount of professionalism and creativity that goes into every piece of work they do is well noticed and very much appreciated.”

Chad Kennedy
Owner, Kennedy Concepts

marketing **PRO TIP**

Choose your brand colors wisely.

From cereal boxes to TV commercials and everything in between, using color psychology in your branding is a great way to evoke emotion, improve recall, resonate with customers, and drive long-term sales.

Up to 90% of customer impulses are based on color.

CLIENT NEWS

Clear Leader Group breathes life into their brand with a new website.

Congratulations to our friends at Clear Leader Group on the launch of their new website! The goal was to enhance their brand image with a site that’s modern, airy, and easier to navigate. Our web design & development team implemented new fonts, visual icons, and a custom color palette to breathe fresh life into the brand. Check it out at clearleadergroup.com.



The Lucas Center launches an impactful new billboard campaign.

Bringing confidence and inclusivity into the beauty market... one brand at a time! In partnership with The Lucas Center, a Plastic Surgery Center in Knoxville, we were able to bring this impactful design and relevant message to prime billboard locations across the area.

HAVE A PROJECT IN MIND?

Give us a call at 865.769.0006 or visit asenmarketing.com



Loco Burro Knoxville has their grand opening!

We're excited to announce Loco Burro's West Knoxville location is officially open! We've been working hard with the **Loco Burro** (Kennedy Concepts) team to bring this restaurant to life with a new website, logo, menus, gift card design, custom signs and artwork, beer taps, and much more. Stay tuned as we share more of our work for this growing brand and check them out if you're in the area for all the Tex-Mex and margs you can handle!

[View full case study on our website!](#)



**photos by asen*

WORDSEARCH *Can you find them all?*

- Brand
- Remarketing
- Wordpress
- Ecommerce
- Pinterest
- Referral
- Slogan
- Asen
- Marketing
- Website
- Analytics
- Teamwork
- Engagement
- Grow
- Rise
- Thrive
- Campaign



Story continued from page 1.

Increase Brand Awareness. To meet this objective, let's make it specific using a familiar and easily measurable metric: "Increase branded search traffic to my website by 5%." That's a great start on a SMART goal because it's specific, measurable, achievable, and relevant for your brand. Now let's make it time-bound. "Increase branded search traffic to my website by 5% in the first quarter of 2022."

Generate high-quality leads. We all want more leads, right? But to make this objective more relevant and achievable, let's give it the SMART treatment. "Generate fifteen marketing qualified leads per month from a landing page."

Grow & maintain thought leadership. Being known as a subject matter expert in your field is a great way to generate buzz around your business. But how do we get specific with how we're going to pursue this objective? Here are a couple of good SMART goal examples for this one: "Write and publish one new trade publication article each quarter in 2022." Or: "Increase Twitter followers by 25% in 2022."

Empower colleagues & improve retention. Employees are one of a company's most valuable assets. When your team believes in what you do, they tend to stick around, advocate for your products, and become strong brand ambassadors.

Read full article online at asenmarketing.com/blog

Ready to set SMART goals for your brand?

Give us a call at 865.769.0006 or visit asenmarketing.com

ASEN UPDATES *The latest staff happenings.*



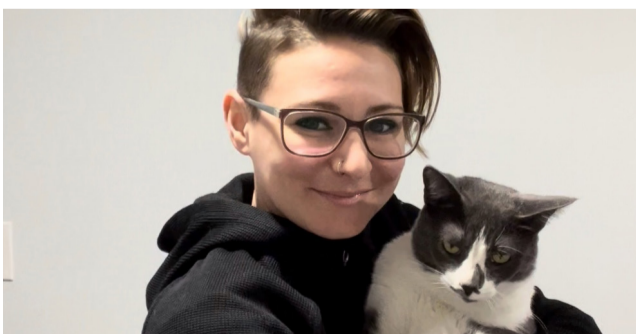
Brookney ties the knot with Tim Chamberlain in a beautiful Christmas wedding late last year.



Stacey's seeing spots as she welcomes the newest furbaby, Mia, to her family!



Team lunch fun on the new Loco Burro rooftop patio!



Chelsey welcomes new (wild) cat, Rip, to her fam.