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## ***The Agency Record - May Madness!***

Hi there,

The beginning of the month of May took our fair city of Nashville by storm... literally. Record rainfall amounts exceeding 13" in a 24 hour period left many areas flooded, including the home of Jonathan, one of our newest team members (picture of his condo complex above). The Cumberland River is expected to crest over 10 feet above its previous historic recorded high. Downtown may be under as much as 6 feet of water before it begins to recede.

The office of Harkins Creative was okay for the most part. The basement had about four inches of standing water, but nothing was damaged too badly.

In addition, our office was robbed last week, on the day Carter and Taylor were scheduled to leave for San Antonio to meet with clients. Insurance will take care of it, but it's a setback, and has caused a few delays.

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## *Speaking of...*

Carter was asked to speak at the Social Media Club Nashville Chapter on April 21st. And if you know Carter, public speaking is right up his alley. He didn't let anyone down with his presentation entitled "Video Campaigns: Exposing the Viral Myth". Here are a few takeaways from the evening:

- There are really very few "accidents" or "outbreaks" that happen on the web these days. Most are very well-planned, coordinated and executed marketing strategies that happen behind the scenes.
- Determining what a successful video campaign is for your organization is more important than trying to establish average success benchmarks for the medium.
- Supporting the viral video effort with other digital marketing activities is also a crucial and often forgotten part of this strategy.
- The "Shoot, Post & Pray" myth is still pervasive, but it's more akin to playing the lottery than any solid digital marketing strategy. Of course, it also takes more work.



## *More than ever... Content is King.*

There exists an ever increasing number of media outlets in which your message must be heard. Coordinating a targeted content strategy across multiple channels can get to be a full time job. Making sure that current messaging is consistent, non-contradictory, unified, on task, timely and relevant can make or break your next big digital marketing push. Harkins Creative can establish a cohesive calendar plan to accomplish your bottom line objectives, every time. Working closely with you as your digital agency, we can bring together multiple media streams and make sure we are reinforcing your major branding and marketing messages in places like:

- Facebook, Twitter and other specifically targeted social platforms
- email marketing
- online and broadcast video marketing
- print collateral
- web site and blog content
- search optimization and marketing content
- press releases
- articles
- online and print advertising
- multimedia content

In this way, we become guardians of your brand, ensuring that you are not undoing in one outlet what you are trying to do in another. It's a coordinated strategy that accelerates bottom-line growth. Would you like to explore this unified agency approach together? [Visit the Harkins Creative web site](#) to learn more.



## Client Spotlight: Tennessee Conservation Voters

We just finished a website for the Tennessee Conservation Voters called [www.wastefreetennessee.com](http://www.wastefreetennessee.com) that allows voters in Tennessee to sign a petition against bringing nuclear waste to Tennessee from a foreign country. Who knew that the state government was looking to import waste to Tennessee from Italy? We certainly didn't.

Being able to work with non-profits like the Tennessee Conservation Voters is a lot of fun for Harkins Creative. We want to be good citizens of our community in Nashville and beyond.

Being involved with an organization that is educating us as to what is happening on a state level is extremely important to all who live here. We look forward to working with TCV to educate and enlighten you about conservation issues. Please feel free to visit the website and sign the petition if you feel so inclined.

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## Marketing Tip # 2 - Who Cares?

Continuing this practical series, today's tip centers on a very important core marketing principal: Motivation.

***When reading your collateral, brochures, sales sheets, and web site content, ask yourself, "If I could see this as my customer sees it, would this motivate me to buy?"***

- Does the language make me care about something?
- Has it alerted me to a problem, and indicated an easy solution?
- Has it clearly articulated an emotional trigger?
- Does it influence me to move closer to a favorable decision?
- Has it provided me with a ready-made script to continue selling myself and other decision makers involved?
- Has it distinguished the product or service offering among other similar offerings in the marketplace?

Content has to count. Every word that uses up white space has to be directed toward the goal of motivating the desired response. Clarity. Purpose. Intent. These are the tools of the content craft.

**TIP:** Review your marketing materials. Decide what the goal or objective of each piece should be. Then decide which ones don't serve those purposes well, and destroy them. Start crafting new materials that connect and motivate your market toward your desired goals.

These materials add up to tell the whole story of your brand and company. You might not think that they matter that much, but can you really afford to be wrong?

**Contact us** if you'd like a free content strategy assessment. We stand ready to help you sharpen your marketing!

