



Is Showrooming Retail's Greatest Threat?

Strategies for overcoming showrooming today.

1. Sell different stuff. First and most obvious, ensure that you stock well-differentiated merchandise. Push suppliers to offer you more exclusives. Develop your private label offer. Avoid comparison at all costs.

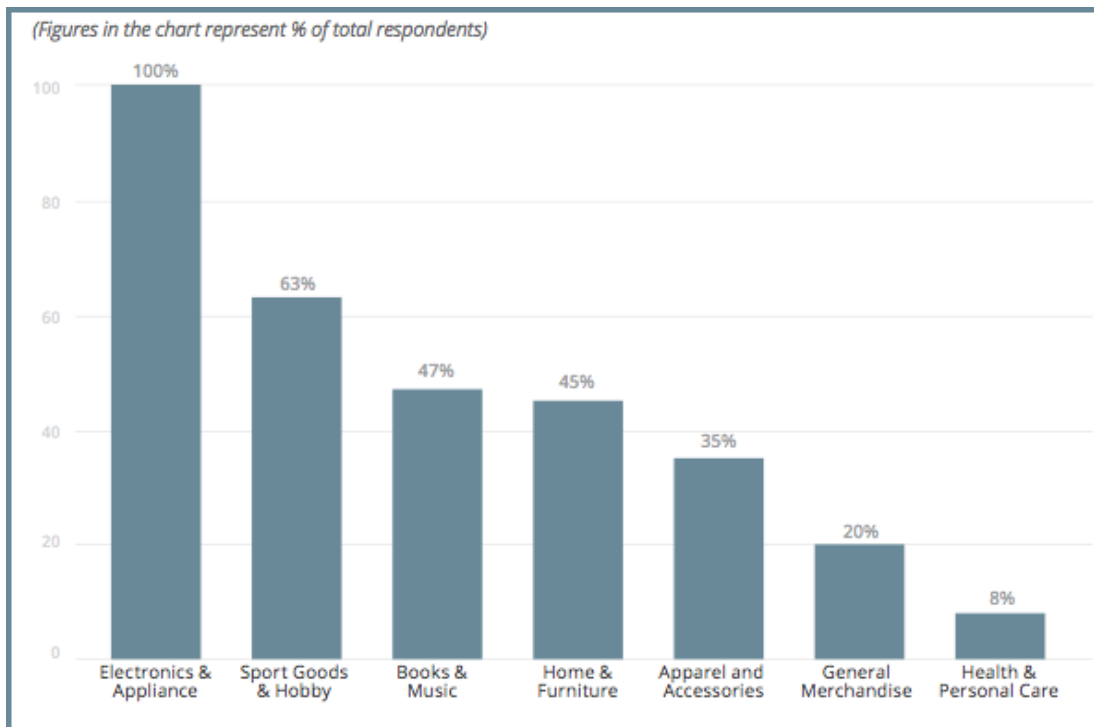
2. Sure it's tough to match Amazon. But you'd better get damn close. You can only at best expect a 10-15% premium over an e-commerce competitor. And make sure that your own online prices match your store prices, take price differences out of the equation.

3. Large retailers are now encouraging its sales associates to refer customers to their online site if they can't find what they're looking for in store. More and more retailers have terminals or iPads at the ready dedicated to capturing the sale on their own site if it's not possible to convert customers at the cash register.

4. Improve your 'click and collect'. Not every customer wants to wait for a purchase to be shipped to him from an online retailer. You can play to that urge by dedicating space in store to 'click and



What merchandise is seeing the highest amount of "showrooming":



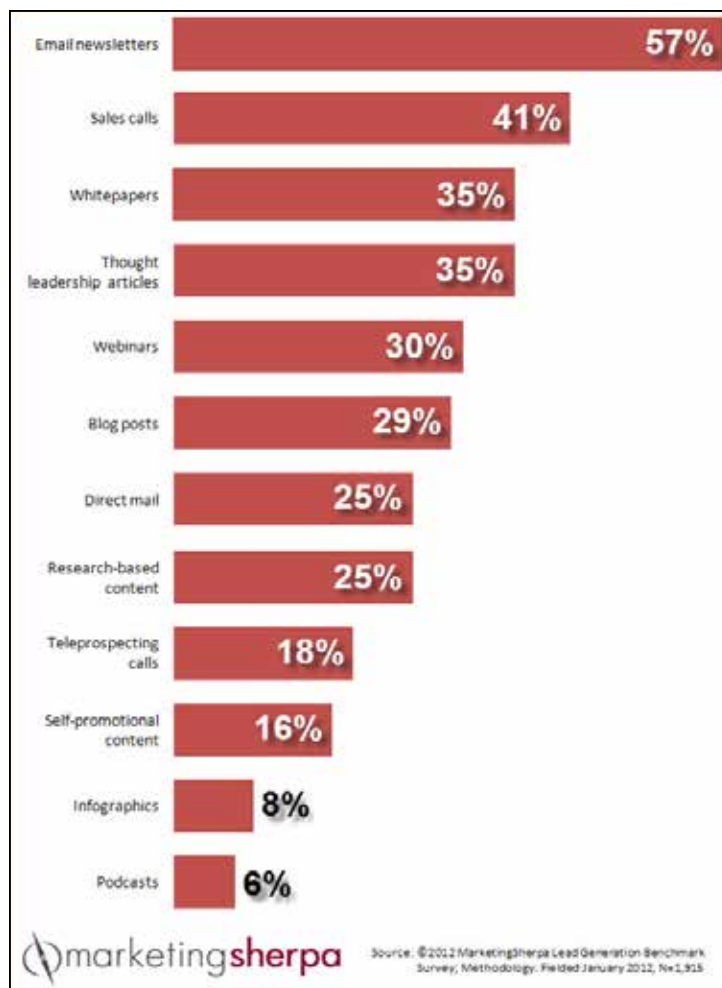


Engaging Current Clients in B2B Marketing



Engaging your audience with new or existing products or services it is important to nurture them based on their preference not what is easiest for you. Most marketing channels should be based on sound statistical data. It is clear that most respondents will read and evaluate new products and services by way of eNewsletter. Recently Marketing Sherpa evaluated what marketers are doing in engaging current customers in the business to business platform and the results are in the chart below.

Q: Which of the following have been the most effective for nurturing existing clients?



The results in part are due to how email newsletters present marketers with a great deal of testing capabilities, allowing them to collect data on the most effective content.

In addition tactics such as whitepapers (35%), thought leadership articles (35%) and webinars (30%) — all are highly effective for a B2B market — performed strongly, as well.

Parting thoughts:

In your eNewsletter be consistent, be relevant in your information and be benefit driven, your clients want to know what does this information do for ME.

This study was done on existing customer that already buy minimum of 4 times per year in the business to business space. Retaining your accounts and lead generation the tactics would be far different in getting the best value for your marketing time and dollar.



Millicent Temps - Sales



Having worked for API-Marketing since September 2012, I am so thankful that I have been able to combine my two favorite means of earning a living; sales and photography. As happy as I am to sell you and your business an Every Door Direct Mail (EDDM) to assist you in increasing your sales and telling the neighbors of your business what you do, how you do it, and where you do it; I might even photograph your business or you to use as the artwork for the EDDM mailer. I have found a new home away from home here at API-marketing and I am very busy photographing and selling.

If you happen to see me after business hours, most likely you will find me spending my leisure time with loved ones, playing with my puppy dogs (who are really no longer puppies), or traveling on a road tour with my Canon camera in my hands.





API-Marketing Gives Back

“If not you then who” was a phrase heard all the time from one of Auburn’s biggest supporters, Annabell McCord. This year the Soroptomist International of the American River (S.O.A.R.) came up with an award to honor a Soroptomist that showed the same persistence and dedication that Annabell showed throughout her entire life.

Annabell dedicated her life to serving the community, whether it was being a Soroptomist and McCann Award winner, or even the Mayor of Auburn twice. The goal of the S.O.A.R group was to honor the “spirit of Soroptimism” and that same love of and dedication to the community that was seen from Annabell.

The club awarded its inaugural Annabell McCord Award to Merrill Kagan-Weston, president of API-Marketing.

Merrill says she always admired McCord’s service and that she loves helping women and girls in the community. Merrill shows great dedication to maintaining a high spirit of Soroptimism; she always volunteers, has served as a Soroptomist officer, and will be next year’s Director of Program.

Along with being a Soroptomist for many years, Kagan-Weston has greatly contributed to the Sutter Auburn Faith Hospital Board, and has been a long time Tevis Volunteer. Merrill puts forth a lot of time and effort to help our community and for this she is honored with such a high praise.

“I know Annabell is out there urging me to serve,” Kagan-Weston said. “That’s the best honor.”

Congratulations Merrill, we are happy to have you leading our company!



Merrill is awarded the Annabell McCord Award, in recognition of her service to the community and the Soroptomist organization.