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Troy Burk
Right On Interactive

Informed Marketing

Taking Your Efforts to the Next Level

On the subject of customer data, there's one complaint from marketers that we rarely hear: We don't have enough.

The challenge of becoming what I call an "Informed Marketer" is using data to better understand customer needs and preferences, and turning that knowledge into campaigns that will create stronger personal relationships with prospects and customers.

Here are three tips:

1. **Take the 30,000-foot view.** Instead of getting buried in the details of executing daily marketing campaigns, meeting specific metrics and checking off task lists, look at marketing from a broader and more strategic vantage point.
2. **Replace the funnel with the lifecycle.** The trend of increasingly abundant customer data is making the traditional sales funnel obsolete. It is being replaced by the customer lifecycle model.
3. **Channel your inner geek.** To harness the value of marketing data, you must ignite your "geekiness" and select technology solutions that will help you refine the data into useable insights that then can fuel strategy.

Read the full story at www.bizvoicemagazine.com on November 7.



Byron Buhner
Indiana Blood Center

Indiana Blood Center

Supporting Your Community, Saving a Life

As organizations close out 2012 and plan for the coming year, many employees are thinking ahead to how they can make a difference in the communities in which they work and live. Supporting the Indiana Blood Center by hosting blood drives throughout the year is one way to make a difference – by saving the lives of Hoosiers and by helping local hospitals meet the needs of their patients.

But Indiana Blood Center does much more as its link to the life sciences connects Hoosiers to the state's health care infrastructure – and that's why Chamber members should include Indiana Blood Center in their community support for 2013.

Indiana Blood Center is a self-funded, not-for-profit community service organization with more than 400 employees who live the daily mission of delivering a constant, stable supply of blood components to patients in Indiana hospitals. As the state's largest independent blood provider with its network of nine dedicated donor centers, Indiana Blood Center and its staff work with nearly 2,000 companies, educational institutions, government agencies and other not-for-profits across Indiana to host blood drives.

Read the full story at www.bizvoicemagazine.com on November 13.



John Reed
Robert Half Technology

Technology Job Search

Be Sure to Break Free From Buzzwords

The buzzwords and clichéd phrases that some job candidates sprinkle throughout their resumés and cover letters are meant to grab attention. But they can leave hiring managers confused – or wondering what the individual is trying to hide.

Following are examples of terms you should avoid:

'Familiar with ...' Saying that you are "familiar with ..." something does not provide any insight into your actual knowledge or ability, or the depth of your experience.

'Responsibilities include ...' One common mistake candidates make in a resumé is to present a long list of duties from their last job.

'Optimize,' 'leverage' and 'utilize.' You may think these words sound powerful, but really, they're nebulous.

Read the full story at www.bizvoicemagazine.com on November 19.