



## Tom's Message Board

### My Kudos To...

One of the things I did this January was to create a new blog site named *"My Kudos To..."* ([www.mykudosto.com](http://www.mykudosto.com)). The intent of the blog is to recognize and highlight the acts of people, businesses and events that catch my attention – either personally or referred – that comprise really good marketing efforts. By sharing these, my hope is that folks reading about them will begin to gather ideas about how to apply similar efforts to promote their business, organization or important causes.

My favorite definition of marketing is – *"getting someone who has a need, to know, like and trust you"*. This can be as simple as smiling and greeting everyone who enters your business, to publishing content of value to the audience you sell to in an effort to share knowledge and experience. Marketing is about the effective use of the various mediums to get our message out to as many people we can to influence an action – whether by print, mail, email, social media, the Internet, radio, television, mobile... or a combination of any of these. Great marketing can mean referring work to a competitor when asked about providing a service outside your scope. Memorable marketing is recognizing an unmet need in the marketplace and connecting the right people and businesses to arrive at a solution. In the end, great marketing is when any of the above come together to create the personal "connection" that spur one to buy, donate, or engage. For all our digital and web-based means of communication... *people still do business with people.*

My wife has made a point of telling me about two separate occasions recently when a bagger at each of the two supermarkets she frequents, Shaw's in Williston and Price Chopper in South Burlington, approached her to help with her bags. In each instance these people left her with a sincere and cheery *"thank you and have a great day!"* THIS is great marketing and it can be THAT easy.

These employees were hired, trained and encouraged by someone who knows the value of great service which leads to customer satisfaction and trust. When you consider that Sue's story were about people and not product, the definition - *"getting someone who has a need, to know, like and trust you"* becomes even more relevant. That *trust*, in my mind, carries a lot of weight. We know that it has to be earned, and trust in business and commerce comes from delivering a product or service as promised, but it's preceded by commitment, experience, knowledge, and most importantly - awareness.

If you come across great marketing of any kind and care to share it, I'm always looking for content to post on my blog. You can email me at [tom@catamountmarketing.com](mailto:tom@catamountmarketing.com) or leave your message at the *Contact Us* page at [www.mykudosto.com](http://www.mykudosto.com).

Do good work!