



Welcome to the New Year and our first issue of 2010. Yes, we survived 2009 a pretty huge accomplishment considering all the press about traditional media. That you are reading this proves that traditional media is not dead and will not die anytime soon. We survived and are approaching 2010 with renewed vigor and laser focus. 2010 will be all about ROI, in everything a successful brand and company does with respect to marketing and social media.

The good thing about a recession is that it gets everyone to be laser-focused on what needs to get done and how to move their business forward. I hope that as a result of this recession, with people being a lot smarter about how they plan and a lot smarter about how they execute, that trend will continue. Gone are the days of handing out a bunch of trinkets to an unfocused group hoping for a result. No more “sloppy marketing” and “scan me approach” to successful tradeshow results. Social media is increasingly changing marketing departments as a whole. I am hoping that gone are the days of mass spam emails that clutter my inbox, tell me nothing, and certainly are worthless in terms of repeating to you our valued circulation.

Yep, it has never been a better time to be a marketer. Marketers can be a lot more productive in terms of focusing on original ideas and adding value and results to campaigns and lead generation. Closing the deal will be a team package. Tradeshow, virtual and live, will still be an integral part of every business in generating that all encompassing lead as well as interacting with clients. Those that approach a tradeshow with results driven promotional products and incentives as well as a knowledgeable sales force and follow-up action plan will succeed on grand levels.

Yep we made it... I am most thankful to our brilliant advertisers and our dedicated readers. I will certainly continue to push our advertisers in all areas as they are the true leaders in this industry and offer the quality products and services that can help you stand out in a crowd and push your marketing campaigns into a results-oriented success. To further assist you, we have included our Top Online Marketing Books of 2009 and I would certainly recommend that you add them to your reading list.

I hope you enjoy this issue and find some useful nuggets to drive your marketing campaigns. In 2010,

Make it a Brilliant Day!

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*P.S. Word to the wise marketer: Be sure to know the content delivered before you dump traditional media and jump on the social media bandwagon. Or you may find your brand losing value and your marketing approach to be a haphazard scatter shot. Know what your SMVC (Social Media Value Chain) looks like and how you plan to handle your “friends”, “tweeps” and leads. Make it a Brilliant Day!*