



We help companies meet their customers

GetGood Strategic Marketing

- Founded 2004
- Marketing and social media consulting
 - Strategy through execution
 - Project or retainer basis
- Clients include HP, The Exit Planning Exchange, GuideMark, The Sugar Association, Santorini Consulting, Caras Training, SOCAP International and CamelBak

Susan Getgood

- More than 20 years experience in corporate marketing
- Corporate positions included SVP Marketing for SurfControl and General Manager of Cyber Patrol
- Frequent speaker at social media and blogging conferences like BlogHer, BlogWorld Expo and New Comm Forum
- 2008 Fellow Society for New Communications Research

Our Work

- Marketing strategy & plan development
- Website & blog development
- Public relations plans
- Blogger relations campaigns
- Collateral development
- Direct marketing campaigns
- Lead management systems
- Social media & marketing workshops

Clients, past and present

- HP
- GuideMark
- Kraft Foods
- Caras Training
- SOCAP International
- The Exit Planning Exchange
- The Sugar Association
- Parent Power/Active Access
- Meal Makeover Moms
- Massachusetts Family Business Awards
- Maxwell Street Documentary
- Santorini Consulting
- Spec.-Ops. Brand
- CamelBak
- Nomadic Display
- AmeriVault
- PistolStar
- Bid4Assets
- Chandler Chicco Agency

Selected Social Media Projects

Blogs

- The Exchange (XPX)
- Notes of the Urban Blues
- Caras Training, For the Face of Your Business
- GuideMark, Business Forward
- Santorini Consulting, Compensation Architect
- Software Secure, Multiple Choice
- HP, Backstage at Sundance



THE EXCHANGE

NEWS, OPINION AND ANALYSIS
FROM THE MEMBERS OF XPX



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FEATURED



RECENTLY

[Susan Pravda at the August XPX Meeting](#)

Susan Pravda at the August XPX Meeting

SEPTEMBER 14, 2008

We were privileged to have Susan Pravda from Foley and Lardner join us at the August meeting. She gave a terrific presentation on "How to Prepare your Company for Sale and Maximize Value."

Here are some of the highlights. We hope to have the full video available in the near future.





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The Films



The Blues is where it all starts

Posted on March 6, 2008 in [Hubert Sumlin](#), [Kenny Wayne Shepherd](#), [People](#) by Susan Getgood

At Sundance in January, Electrified director Phil Ranstrom did an interview with Kenny Wayne Shepherd and Hubert Sumlin that will be included in the DVD Extras for [Electrified](#).

In this short clip from the interview, Kenny talks about how the Blues is where it all starts

Business Forward Looks
At The Companies,
Leaders and Issues
Driving Business
Success in
Today's Economy



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FEEDS



[Business Forward 5: Marketing Tactics Part 2, Advertising & PR](#)

Published by [Susan Getgood](#) under [Marketing](#) [Edit This](#)

Mar
02
2008

This is the second episode in our Marketing Tactics series. [Last time](#) we covered some general considerations for the marketing plan, direct mail and events. In this program, we'll talk about advertising

For The Face Of Your Business

*Thoughts on Service, Sales and Leadership
From the Team at Caras Training*

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Me too!

Posted on March 7, 2008 in [Customer Service](#), [Training](#) by Ronna Caras

No Comments »

I am eavesdropping right now. Listening to the greatest customer service pro that I know talk to a total stranger. "That's my mother's name!" I hear.

They talk about the customer's problem for a few minutes and then I hear, "Me too! My husband liked it so much I thought we were going home with time share." Apparently a vacation spot had been mentioned.

"Okay, mom, I mean Gina," she is chuckling. "Here's an idea..." and they return to the business at hand.

COMPENSATION ARCHITECT

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Your guide to designing, implementing and managing effective compensation solutions.

WHY ARE YOU PAYING VARIABLE COMPENSATION?



By: David Kelly | July 14, 2008 @ 9:07 pm
Filed under [Compensation Plans](#) | [Edit](#) | [Comments](#)

Are you aligning behavior with corporate goals?

Some comp plans just don't seem to *do* anything...

It is not uncommon for companies to find themselves with variable compensation programs that don't appear to help the company's bottom line. Sometimes they are based on obsolete business priorities that haven't been revisited as the business has changed over time. Sometimes they are based on legacy system implementations - this is how our comp admin set it up in Excel several years ago, so this is how we continue to pay now.

There is a big difference between a policy and a procedure. A **policy** is a set of rules or guidelines that drive behaviors in the business. A **procedure** is the way someone implemented those rules based on the circumstances in



Authors



Blogger Relations

- HP, Photographic Memories, Fall 2007 and various other programs 2005-2007
- CamelBak, Sustainable Hydration, October 2007
- Maxwell Street Documentary, Electrified: The Story of the Maxwell Street Urban Blues, Winter 2008

HP Photographic Memories

- GetGood Strategic Marketing one of two firms selected for social media campaigns for launch of HP Photo Books in Fall 2007



- Outreach to mom bloggers with high interest in digital photography
- Conducted interviews with 22 mom bloggers for HP.com
- Plus 20 reviews in a Parent Bloggers Network campaign
- Online sales of Photo Books in holiday 07 exceeded forecast, almost 10x
- Case study presented at BlogHer Business 08



Photographic Memories

Interviews with U.S. mom bloggers

» Home & Home Office

My Cart

0 items in My Cart

- » Digital Photography
 - » Buying guides
 - » Take better photos
 - » Print better photos
 - » Edit & restore photos
 - » Organize & archive photos
 - » Share photos & get creative
 - » Photo scanning tips

- » Everyday Printing
- » Everyday Computing
- » Digital Entertainment
- » Activity Center
- » Free online classes

Browse & Buy

- » Home & Home Office Store
- » Photo Center

HP Photo Books are perfect for sharing memories. In these interviews, mom bloggers share their thoughts on photography and the photos that captured the special moments of their lives.

Create a professional-looking HP Photo Book at home

[» Learn more](#)



See more of their photos on Flickr at [Photographic Memories](#).

To read an interview, select the woman's blog:

A Mommy Story

- » Baby Faith
- » Crunchy Domestic Goddess
- » Mocha Momma
- » mommy bytes
- » Mommy Needs A Cocktail

- » Motherhood Uncensored
- » myMOMtra
- » Picture This
- » Second to the right and straight on till morning
- » Slurping Life
- » Surrender, Dorothy

- » Table For Five
- » The Gloriously Mundane
- » The Land of K.A.
- » The Laurent Files
- » Woulda Coulda Shoulda
- » Zoot

Christina, [A Mommy Story](#)



Christina tells [A Mommy Story](#) and what a story it is. From the antics of toddler Cordy and infant Mira to the stray kittens in the playhouse and life in the neighborhood, things are always hopping in her corner of the world. In her *About Me* section, she writes: **"I still**

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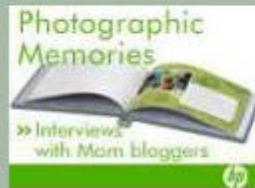


« \$3 magazine subscriptions

Y'all are the prettiest »

HP makes great photo gifts, and so can you

November 15, 2007 | Product Talk, Contests



So, the fine folks at HP came to me and said, "We're making these new photo books we think you might really like. Want to try them?" And I said yes, because they told me I'm pretty and you *know* I can't resist *that*. I was interviewed in connection with the project, as well, and in general a good time was had by all. We made a photo album for my son's soccer coach and it was really easy (I can say that, because my husband did all the work! HA!) and came out absolutely beautiful.



Mommy Needs A Cocktail

'Cause sometimes the chocolate brownies just won't do the trick

Blowout sale at Baby Brewing on Mommy Needs a Cocktails shirts

Go buy yourself something fun!



The place to win all the cool stuff



→ If I could have picked you all, I would have. Really!
I only got to 90 mph and I never dropped the tranny →

Pick ME!! Pick ME!!! I want a new HP PHOTO BOOK!!!

November 4, 2007

So you lost the last contest at Mommy Needs a Cocktail. You're feeling a little down. You expected it to go a little better. This was your contest. You were feeling it. You owned it. And you didn't win. Well, guess what? There's another chance to win something great.

The very nice people over at HP sent me some of [these really cool photo books](#) that are just hot off their presses. Two sizes. 5" X 7" and 8 1/2" X 11." Retailing at \$14.99 and \$24.99, you really can't beat the price plus convenience of making your mother-in-law's holiday present while sitting in your robe and furry pink slippers. HP also asked me some questions about my lurve of photography ([you can read about it here](#)) and then they offered me FOUR photo books to give away, two of each size.

Wanna win a HP camera?

Those crazy people over at HP sent me a camera to give away to you. Isn't this fun? Head over to Mommy Needs a Review to enter. It won't cost you a thing.

 [Instant Cocktails](#)

 [Everybody's flipping opinion](#)

Contact Me

For martini recipes or any
..

The Parent Bloggers Network

Give us something to talk about!



« [Autolite Flareglo](#) and [Spotglo: I'm Gonna Let it Shine](#)
[Discovery Channel Store Toys \(ages 7+\) - Well Worth the Wait](#) »

HP Photo Printer and Photo Books - Liven Up Your Holiday Gatherings!

The bloggers in the second half of this campaign have been just as thrilled with the products as the bloggers in [the first half](#). As before, their photo editing and printing skills and experience range from novice to expert, so their feedback is varied. But all in all, the [HP Photosmart A626](#) and the accompanying [Photo Books](#) have been a grand success.

In this final round-up, the blogger feedback will be grouped into the same three components as in the mid-campaign post: 1) Printer functionality; 2) Printer-based photo editing; and 3) the Photo Books and their associated photo editing software.

Printer functionality

Setting up the printer is unbelievably easy, whether you're shaking in your boots at the sight of new technology or ready to plug-and-play:

- "Setup on the photo printer was pretty darn simple. Plug it in, follow the few steps offered in the instructions, and you're off and running. Actually, I'm not sure I'd have even needed to worry about the instructions, it prompts you as each step goes along."

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News

Some Advice on Reaching Out to

Websites

- The Exit Planning Exchange (XPX)
- Spec.-Ops. Brand
- GuideMark
- PistolStar
- Maxwell Street Documentary
- Assabet Valley Chamber of Commerce
- Massachusetts Family Business Awards



MODULAR CHEST RIG

Just introduced for 2008!

[View details](#)



FASTER, STRONGER, BETTER.

At Spec-Ops® Brand, we are committed to supporting our troops and homeland defenders. We offer our encouragement, pride and thanks for their service to our country.

We strive to develop the best tactical gear possible to aid them in their mission. Troop input directly from the theatre of operations helps us refine and enhance our products to better serve our forces overseas and at home.

We feel a tremendous sense of pride and purpose in being part of this great and necessary cause.

Spec Ops News

6/1/2007 — SPEC,-OPS.@ Brand Appoints Vice President Of Sales

1/11/2007 — New Tactical Gear From SPEC-OPS@ Brand Enhances Troop Safety And Effectiveness

1/11/2007 — SPEC,-OPS.@ Brand Retools and improves weapon slings with innovative BATTLE BUCKLES™ hardware



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- Introduction to Blogging & Social Media
- Blogger Relations
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 - The Sugar Association
 - Nomadic Display
 - Kraft Foods
 - University of Wisconsin
 - AAA Ohio
 - Chandler Chicco Agency

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Top Five Suggestions for Marketing ROI

One hour.

It can make the difference between SUCCESS and so-so for your next marketing program.

To prove that we can help you, we'll give you one hour FREE consulting. No further obligation, other than to spend a little time with us, either on the phone or in person.

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Not enough leads?

Leads not converting fast enough?

Afraid "nobody" knows who you are?

Wondering how blogs and podcasts fit into the marketing plan?

GetGood Strategic Marketing can help. We develop and implement **marketing and communications programs** that make certain your audience knows who you are, what you do and how your product or service will help them. Our client work ranges from complete marketing and public relations plans to viral marketing programs, e-newsletters, Web sites and blog strategy. Plus everything in between.

And we don't stop at brand awareness and preference. Our programs are focused on results – what it takes to fill the pipeline and close the sales.

In addition to our **full-service marketing and communications consulting**, on either a project or retainer basis, we offer **marketing workshops** on dealing with the media, blogging 101, lead generation tactics and improving sales through lead tracking, nurturing and rating. These can be a great way to introduce your team to a new idea like blogging or kick off a major lead generation and tracking initiative.

Not sure where to start? Consider our **Top Five Suggestions for Fast Marketing ROI.**

And take advantage of our free hour of consulting. No obligation, other than to spend some time with us on the phone or in person. Use your free hour to brainstorm or bounce an idea off an objective listener. You've got nothing to lose, and we guarantee you that at the end of that single hour, you'll have an idea, or two, that you can use!



"If you don't know where you are going, any road will take you there," wrote Lewis Carroll in "Alice in Wonderland." Marketing Roadmaps is Susan Getgood's blog about where we are going as marketers, with a little bit about where we've been (the wrong turns and the right turns.) It's also about turning down new roads to explore new ideas. I hope you'll join me on the journey.

About Susan

GetGood Strategic Marketing

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Other Places I Blog

Snapshot Chronicles
Notes of the Urban Blues
New England Mamas
Marcom Blog
For the Face of Your Business
Business Forward

« Everything you always wanted to know about podcasting | Main | Battlestar Galactica 8 minute recap »

Feb 25, 2008

Bloggers & Customer Service: Do blog complaints make a difference?

"Conventional" social media wisdom would have it that companies need to pay attention to the blogosphere, or risk their brands. For proof, out trots the example of **Jeff Jarvis and Dell Hell**. Jarvis' complaints about Dell customer service percolated up to mainstream media and are oft-cited as the impetus behind Dell's *big* move into social media about a year ago.

Now, you may sense a certain cynical undertone in the above paragraph, and you would

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Snapshot CHRONICLES



BlogHer Ad Network

NOT YOUR AVERAGE BUSINESS CONFERENCE

Speakers at
BlogHer Business include:



Ellen Siminoff



Jory Des Jardins



Laura Martinez



Lisa Stone



« [Brief Sundance Report](#)

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Seven things I learned at Sundance and one thing I left

January 28, 2008 | [Travel](#)

cross posted from Marketing Roadmaps



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