

MARKETING UPDATES FOR NPCA MEMBERS

MARKETING EXPRESS

NATIONAL PRECAST CONCRETE ASSOCIATION

1.17.2014

We Need Your Feedback!

Welcome to the first edition of Marketing Express, our new e-blast for users of the NPCA Marketing Toolkit. The newsletter will be a forum where we spotlight various components of the Marketing Toolkit, share success stories and answer your questions about the NPCA Marketing Initiative.

Part of the success of this new focus on marketing depends on the feedback we get from you as a Marketing Toolkit user. We will be sending you a survey a few times this year to gain vital information that will help us make the program successful. In addition to using the feedback for future direction, we will also create an honor roll that recognizes those companies that have used the Toolkit the most.

Please take a few minutes to fill out the survey below.

[Take the survey](#)



TIPS & TRICKS

These 'How To' Videos Can Help

Have you wondered whether you are taking full advantage of what the NPCA Marketing Toolkit has to offer? Want to know more about what it contains or how to best use the templates? The "how to" videos located on the marketing education page can help you make the most of the resources in your toolkit. Simply click either video below to learn more about your toolkit. If you have any additional questions, contact [Kirk Stelsel](#), NPCA Director of Communication and Marketing, at (317) 582-2318 or (800) 366-7731.

HOW TO NAVIGATE THE TOOLKIT



HOW TO BUILD A TEMPLATE IN WORD



LEARN MORE

Marketing Classes at The Precast Show

If you plan to be at The Precast Show, there will be two courses you might want to attend to further round out your marketing education. Neither class is directly related to the Toolkit.

LEADING AND MANAGING MARKETING IN A PRECAST BUSINESS

Friday, Feb. 14, 7:30 a.m. – 10:30 a.m.

Instructor: Doreen Shanahan, marketing professor, Pepperdine University

This course will build marketing acumen and skills in defining, developing and leading your company's marketing efforts. Acquire specific marketing tools, references, examples and applications for the precast industry.



Doreen
Shanahan

TAKING LUNCH & LEARNS TO THE NEXT LEVEL

Friday, Feb. 14, 2 p.m. – 4 p.m.

Instructors: Lisa Roache and Cyndi Glascock, Gainey's Concrete Products Inc.

Learn how to amp up the dreaded Lunch and Learn presentation and develop a fun, interactive experience for both you and your audience. How do you take a Lunch and Learn to the next level? Host an open



house or an industry-related conference at your location! You'll learn how to organize a hassle-free Lunch and Learn. It may sound scary, but this session promises to give you the blueprint to host your own event.

Lisa Roache

Cyndi Glascock

[Learn more about The Precast Show](#)

ODDS & ENDS

Help Desk at The Precast Show

There will be a one-hour marketing help desk at The Precast Show in Houston. If you have a question about your toolkit, please stop by the "Precast Village" area located at the back of the show next to the NPCA booth on Friday, Feb. 14, from 11:30 a.m. to 12:30 p.m. for an informal chat. Bring your laptop if you have questions specific to your computer.

Who Are Your Marketing Contacts?

Would you like others in your company to receive this email in addition to or instead of you? Let [Kirk Stessel](#) know and he'll update the mailing list.

Marketing Honor Roll

Make sure to fill out the survey at the top so we can start filling in the honor roll and please feel free to share examples of your work! We are excited to hear how often and in what ways you are using your toolkit!



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