

MARKETING UPDATES FOR NPCA MEMBERS

MARKETING EXPRESS

NATIONAL PRECAST CONCRETE ASSOCIATION

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Hey, Remember Us? We Need Your Feedback!

Help us make the new NPCA Marketing Initiative the best precast concrete marketing plan on the planet. Because we are driven by data, we need to know what you think about the Marketing Toolkit and how you are using it. Haven't used it yet? We need to know that too. We will use the data we collect to continually improve the Toolkit. Click that big blue link and tell us what you think. Thanks in advance!

[Take the survey](#)



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A Real, Live Helpful Person at The Precast Show

If you have questions about the Marketing Toolkit, like, "Why do my pictures keep moving around with my text when I try to create a brochure in Word," well, we can help. There's an easy fix for that and for lots of other little quirky layout things you may have encountered in working with the elements of the Toolkit. There will be a one-hour marketing help desk at The Precast Show in Houston staffed by a knowledgeable, helpful person. If you have questions 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. And if you've got really big problems (with the Marketing Toolkit, that is), we can set up a special time in Houston to work through them.

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 Stelsel](#) know and he'll update the mailing list.

Marketing Honor Roll

OK, so maybe we're being a pest, but please make sure to fill out the survey at the top so we can start building an Honor Roll of Precast Marketing Gurus. And please feel free to share examples of your work. Be proud! We are excited to hear how often and in what ways you are using your Toolkit.



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