



tools, tidbits & trends

THE LATEST MARKETING NEWS

September 15, 2011

Tools...important information

MARKETING

■ **Operation Rising Star**

The Operation Rising Star *Ultimate Fan Game* is a NEW and exciting addition to this year's competition. Family and MWR customers will be able to play the *Ultimate Fan Game* beginning 26 September. The game is a Facebook application that will be located at www.oprisingstar.com where patrons answer trivia questions about past Operation Rising Star competitions.

Weekly prizes will be awarded as well as a grand prize trip to Hollywood and the Gammys with this year's ORS winner.

Marketing materials for this exciting event are located at:

www.mwrbrandcentral.com/HOMEPAGE/Graphics/SpecialEvents/ORS_11/ORS%20Promo9.13.pdf

Garrison marketing offices are encouraged to promote this event so your customers have a chance to play and win.

The Operation Rising Star *Ultimate Fan Game* is open to all eligible Family and MWR customers.

POC: Amy Leon, amy.leon@us.army.mil

■ **Operation Be Fit Website**

Submit your local Fitness events to so they can be listed on the Exchange (AAFES) monthly online event calendar. To learn more, visit:

<http://www.shopmyexchange.com/Community/BeFit/submitevent.htm>

Runners race bibs are also available at no cost at:

<http://www.shopmyexchange.com/Community/BeFit/requestbib.htm>.

POC: Robin Hovey, robin.hovey@us.army.mil

■ **Gold Star Mother's Day**

September 25, 2011 is Gold Star Mother's Day. Download this year's poster at:

<http://www.mwrbrandcentral.com/HOMEPAGE/monthlyobservances.html>

■ School Support Services

The logo has been updated and is available at <http://www.mwrbrandcentral.com/HOMEPAGE/logos.html>. Please work with your Child, Youth and School Services team to begin using it on all School Support Services/School Liaison Officer materials.

■ We Need Your Input

Please take a minute to respond to the following quarterly Garrison Support Survey. It is very short, but extremely important to measure how we are doing. <https://www.mwrportal.army.mil/surveytracker/GSS2.htm>.

POC: George Brezny, george.brezny@us.army.mil

Tidbits....stuff you can use!

■ Twitter Unveils Analytics Tool

Could this be the moment socially-enabled companies and agencies of all types have been waiting for? Twitter has finally unveiled an official analytics tool – Twitter Web Analytics. As I have blogged about on many occasions, an official analytics product from Twitter makes so much sense and surely could/will be a key part of the long-promised corporate or paid for accounts the social network has hinted at on many occasions.

So what has Twitter actually revealed?

Additional information can be obtained at the following link:

<http://socialmediatoday.com/dannywhatmough/357031/finally-twitter-unveils-analytics-tool>

Source: Danny Whatmough (<http://socialmediatoday.com>)

Trends...what's going on out there!

■ Email marketing has an average return on investment of \$43.52 for every dollar spent. Benefits of email marketing:

- Deploys quickly
- Offers immediate, measurable results
- Enables advanced customer segmentation
- Allows personalization

Source: *Marketing Professionals Int'l*