



















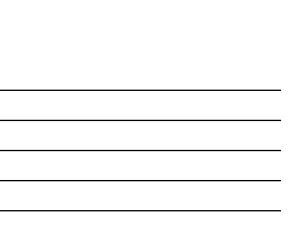
Too many choices
E D D B B B B B B B B B B B B B B B B B
Too much the same



How many local ban	ks talk about l	being local?
We keep our promise	es to you	It's a local thing.
н	lometown banki	ng at its best
		ng at no boot
World class banking.	Deen Texas root	e
World Class barrking. L		3.
		Bank among friends.
Right where you are		Bank among friends.
Right where you are		Bank among friends.
5 ,		Bank among friends. your banker knows you.
5 ,		U U
5 ,	our banker and	J. J
Where you know y	our banker and	J. J



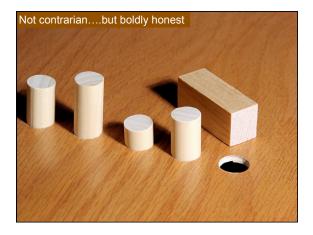




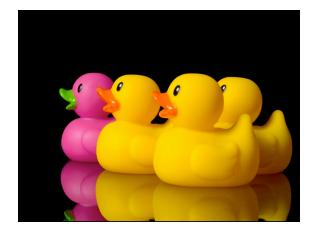














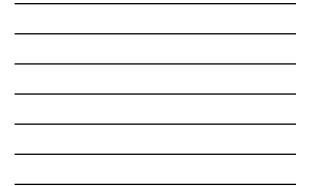














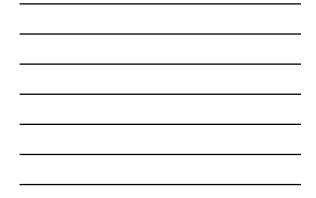
















Mi	Mini Marketing Plan Grid			
	What	When	Measure	
0				
Who				

































	"Come on man! I work at Kohi's and on our worse day we have never looked	0.000
Creative Think	anything near this disaster.	Built to Spill Caustic
Critical Fluff		Built To Spill & Caustic
Drew's The Marketing Minute	It may not be your fault that the store gets trashed but it is your fault if you don't clean it up!	100 M
El Gaffney		(le
exitcreative	Yes customers can be awful, yes they can mess up the departments, yes it is	Hey Hey My My
Experience Curve	hard to keep up but the pictures here show a store that gave up or does not care.	Hey Hey My My
Experience Manifesto	The comments on this blog are pretty much justified. Remember: Expect Great	
expo86	Things."	
Get Shouty	From Former Kohl's Employee in comments:	iTunes Make your own 🛞
Gree Verdino's Marketing Blog	"Joe and Miriam (managers) need to start looking at the talent they already have	
	within their district and stop hiring people from other companies that have no idea	Ben Yoskovitz
Instigator Blog	how to handle the volume of an average Kohl's. I worked for Kohl's here in Dallas	Al work on a Sunday
Jaffe Juice	for several years and had a wonderful experience but was always amazed when	morning, When
junior planner i am	talented managers that already worked for the company were passed over for store manager because the ditrict and regional managers wanted to hire	you're this close to
Living Light Bulbs	someone from the outside. Nine times out of ten, these managers that are hired	launch, if's C-R-U-N-C-
Logic+Emotion	from the outside have failed miserably because they cannot handle the volume."	H TIME! 13 minutes
Make the logo bigger.	From Aleiandra in comments:	ago
Maple Takedown	"I started working at Kohl's last summer and I learned very quickly that people	
Marketing Hipster	suck. I don't mean that just the customers suck, but assolates suck too. Mainly	Bloomsbur y for
Marketing Nirvāna — by Mario	because some of the ones I work with bicth and complain about stupid crap	bowling 36 minutes
Sundar	and/or do nothing to help."	ago
Marketing Profs Daily Fix Blog	From Emily in comments:	
Masi Guv	"I work at Kohl's. While we are understaffed, take into account the people that	Drew MoLellan
	shop there. I have never seen such disgusting people in my entire life. I work	Okay, the prossure is
Media Orchard, by the Idea Grove	with people who have worked in retail for years and have never seen such	offI went backs few
Home Wolfer	horrible customers.	2012/005



Goog	le kohl's	Sea	rch Advanced Search Preferences
Web			
Kohl's™ Officia www.kohls.com	al Site Great Savings and a Wide Selection	for Your Family and Home at Koh	's!
/iew women's cloth brands and styles of	ing - Apparel & Accessories at l hing, apparel and accessories at Kohl of clothing, apparel and accessories for hIsStore/womens.jsp - 29k - <u>Cached</u> -	s.com - expect great things. Leading r women	9
ve got this Kohl's ew weeks to check	eting: HURRICANE KOHLS! (right next to my house, and with that k out the sales. Its always bad, but th ypepad.com/hee_haw_marketing/2006 ages	proximity, I'll make a stop by every s	
Kohl's, Kohl's Cou Coupons and Kohl'	s. Kohl's Coupon Codes, Koh upons, Kohl's Online Coupons, Kohl's 's Discount Shopping. .com/coupons/Kohls - 207k - <u>Cached</u>	Coupon Codes, Kohl's Discount	0
ind and share Kol cohis.com coupon	Codes - all coupons and prom hts coupon codes and promotional co at RetailMeNot.com. m/view/kohls.com - 135k - Cached - 1	des for great discounts. Get the bes	



● ● ●	🔤 Google Alert – "drew mclellan"
🏠 🔹 🦶 🔹 🚅 Reply 🛛 📸 Reply All 🛛 🚵 🗞	, Link 🔹 🏴 📲 🐞 🐻 Junk 📰 🙀 🛅 Move 🔹 📰 Categories 🔹 🚔 Projects 🔹
From: Google Alerts <googlealerts-nore< th=""><th>eply@google.com></th></googlealerts-nore<>	eply@google.com>
Date: Saturday, January 5, 2008 5:40 PM	A
To: drew@mclellanmarketing.com	
Subject: Google Alert - "drew mclellan"	
Google Blogs Alert for: "drew mclellan"	
By Drew McLellan So here's how this went. Toby (Marketing Diva) an themselves, they'd create 10 things about Shel th The Marketing Minute - <u>http://www.drewsmarketin</u> Blogger Social 2008 and the Art of Personalized C	gminute.com/ <http: www.drewsmarketingminute.com=""></http:> Dutreach (from <http: 903744="" blogfriends2.l-logether.com="" fromrss="" track=""></http:>
the bloggers attending the event, including me. W	c.elme, the event now has a trailer of sorts, thanks to Mark Goren. The video features images of all hich brings me back to my //elog.i-together.com/ <hr/>
Services < <u>http://piotri.wordpress.com/2008/01/05/</u> 8):Piotr J Drew McLellan, Top Dog at McLellan Marketing C oversaturated in goods in almost every industry, th Piotr Jakubowski: Thoughts from <u>http://piotri.wn</u>	Stroup, reiterates the importance of service in this experiential economy we live in. In a market ne experience of a relationship with a brand
This once a day Google Alert is brought to you by Google. Remove <u>shitp://www.coogle.com/alerta/remove?s=EAAAAI</u>	
Create < <u>http://www.accode.com/alects/ht-un</u> > another alert Manage < <u>http://www.accode.com/alects/manage?ht-en></u> yo	





ABOUT TOM Tom Vander Well

Book Tom to Speak Email Me

c wenger group

+ It's INCREDIBLE! | Main | Service: It's Not "Geek" to Robert Stephens Either! +

Service: It's Not "Geek" to Me

I bought a laptor from Best Bay along with an extended service agreement. When the monitor fritzed out and the card slot stopped working I took it into the Geek Squad () just love how they've branded it) where I was told the computer would have to be sent to "Geek City" for repair.



When the computer returned (ahead of schedule) I was pleased. I asked the geek who returned my computer if both the screen and card dot were fixed and after glancing at the repair report he said they were. He was wrone. The rard slot appears not to have been touched and they were. He was wrone the rard slot appears not to have been touched and they were the was wrone. The Geek Squad







16

What kinds of issues will we be facing?

- 1. Can an employer restrict/limit what you say and do?
- Can an employer restrict/innit what you say and do?
 Is doing something embarrassing or dumb online any different than doing it at a dinner meeting?
 Can a company require that you "friend" them
 Can we keep our personal and professional lives separate any more?
 Is use have an individual blog. does it reflect as used
- 5. If you have an individual blog does it reflect on your employer and can they influence content?



When you meet a potential customer:

trust is low, fear is high, value is invisible.

Your job? Lower fear, raise trust, make your value seen.

In other words....market.

