


brandthinking

BLEEDING-EDGE THINKING ON BRANDING PROFESSIONAL SERVICES

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21**What's App and What's Crap?**

By Gayatri Bhalla

"There's an app for that"-really?

Marketers everywhere have become app happy as they work to make their offerings more and more accessible and valuable in an increasingly mobile world. For many, apps make a lot of sense. But will they be worth the time and expense for your firm? Maybe. Before you invest, here's a quick primer and an important list of questions to consider.

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Make Your News Section NoteworthyBy [Gayatri Bhalla](#)

Posted on January 26, 2011 at 11:18 am

**Make Your News Section Noteworthy**

The news you share needs to be insightful, informative and easy to read.

1. Establish the firm as a thought-leader and active member of your market sector by posting links to upcoming **events** (speaking engagements, panel discussions, and the like).
2. Reinforce your credibility by being transparent with source links and proper attribution.
3. Allow readers to search by content type, date, publication, hot topics, etc.
4. Cross-link to other related news stories, **staff biographies** and **service areas**.
5. Tell your story using facts and figures.
6. Be **on brand**: your press releases and news items need to reflect your brand personality, brand voice and strategy.
7. Add **social networking links** to make the information easy to share.

CONTRIBUTORS

gayatri bhalla

Gayatri Bhalla, Principal of Interactive Marketing, has over a dozen years of experience in the interactive marketing and strategy disciplines. She brings a depth of understanding and experience with new media platforms and knows how to marry marketing with meaningful technologies.




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Digital Cookbook: Create a Powerful "About Us" Section

By Gayatri Bhalla

The "About Us" section of your website establishes an overall view, personality and philosophy of the firm. Similar to your [homepage](#), it communicates your firm's unique qualities.

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