

MARKETSHARE THROUGH MINDSHARE

VOLUME 11 • NUMBER 3

Welcome to Volume 11, Number 3.
So you thought print magazines were on their way out? Guess again. Want to know what the most popular blog is? Or which products demonstrate the greatest customer loyalty? Read on. Here are 16 questions with answers that might surprise you!

Published Irregularly, Not Erratically

Beware of Imitations:

Print magazine launches were up in 2014, a gain of over 90 publications.

1. Magazines from the Music industry's past are all out of print except:

- a. Crawdaddy
- b. Creem
- c. Circus
- d. MMR



2. These magazines were all cancelled...except one that wasn't even real!:

- a. Hallmark
- b. Domino
- c. Blender
- d. Peaches & Cream



3. Newspapers often have odd names. All are real except one:

- a. Tombstone Epitaph
- b. Carlisle Mosquito
- c. The Skibbereen Eagle
- d. The Beachfront Independent



4. The most popular blog by volume is:

- a. Spotify
- b. Myspace
- c. Jango
- d. Pandora



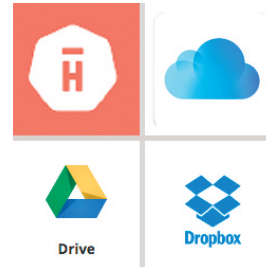
5. The busiest political site with some 110,000,000 monthly visitors is:

- a. The Huffington Post
- b. The Blaze
- c. CSMonitor
- d. InfoWars



6. The most used file sharing website in 2015 is:

- a. Hightail
- b. iCloud
- c. Google Drive
- d. DropBox



7. HighTail file sharing used to be called:

- a. YouSendit
- b. Dropbox
- c. RapidShare
- d. 4Shared



8. The busiest business website with some 75,000,000 monthly visitors is:

- a. Forbes
- b. The Wall Street Journal
- c. CNN Money
- d. Yahoo! Finance



9. The top eBusiness website with 70,000,000 estimated monthly visitors is:

- a. cNet
- b. Mashable
- c. Wired
- d. InformationWeek



10. Google processes over 100 billion search requests every month. The percentage from mobile devices is now:

- a. 20%
- b. 30%
- c. 50%
- d. 60%



Customer Loyalty:

Customer loyalty is the ultimate reward of the strategic marketing process called Branding. How loyal are today's customers for the following leading brands? Good luck.

11. The vodka brand with the most loyal customers is:

- a. Smirnoff
- b. Tito's
- c. Ketel One
- d. Grey Goose



12. The cosmetics brand exhibiting the most loyal customers is:

- a. Clinique
- b. Sephora
- c. Lancome
- d. L'Oréal



13. The online retailer with the most loyal customers is:

- a. Amazon
- b. Overstock.com
- c. eBay
- d. Zappos



14. The car brand with the most loyal return customers is:

- a. Ford
- b. Mercedes-Benz
- c. Kia
- d. Hyundai



15. The coffee brand with the most loyal drinkers is:

- a. Dunkin' Donuts
- b. Peet's
- c. Starbucks
- d. Folgers



16. Which social network has the most loyal followers:

- a. YouTube
- b. Twitter
- c. Instagram
- d. Pinterest



Congratulations to:

SUNation Solar Systems on the glowing success of the new campaign. The four spot print and digital initiative has created quite a stir and a slew of high quality leads! www.sunationsolarsystems.com



Retlif Testing Laboratories on the opening of the new North Carolina laboratory and the accreditations of the new Plainview to ISO-STD-17025. The latter will complement Retlif's existing accreditations which cover over 500 EMI/EMC and Environmental Simulation test methods. www.retlif.com



To **Culhane Associates, LLC** on the new logo and positioning. Designed by Adam Strickland, the logo accurately reflects the mission of the full-service business development and emergency management planning organization.





- ▲ **Jamie Stanco**, President and Founder of Progressive Marketing Group, Inc., is a recognized authority on strategic marketing, messaging, positioning and branding.



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- ▶ The *ballerina linebacker* symbolizes Progressive Marketing Group, Inc. We pride ourselves on our ability to provide strategic marketing services with the creative finesse of a ballerina and the tactical marketing power of a linebacker.



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ANSWER KEY

1) d, 2) a, 3) d, 4) d, 5) a, 6) d, 7) a, 8) d, 9) a, 10) d, 11) d, 12) b, 13) a, 14) d, 15) a, 16) a