

# 12 New Year's Resolutions to Make



{ Hollinden }  
strategy · marketing · branding

January 31, 2012 Presented by Christine M. Hollinden 713.520.5532 [www.hollinden.com](http://www.hollinden.com)

# 140 Million Americans



2012



25%

40%

2012

# 1



# Baseline

2012



# Clear The Clutter

2

2012

3



# Enhance the Data

2012

# 4

# Relationships



5

TIME

for  
change

2012



7



Culture

2012

# 8

# Energize



2012

9

Spread  
The  
Word



# 10



2012

11



Educate

2012

# 12

# Measure



2012

# Questions



2012



713.520.5532  
christine@hollinden.com



**Christine Hollinden**



**Hollinden** | professional services marketing



**hollinden**

2012