



## **Marketing & Media Consulting Services**

### **Website Design, Development & SEO – Search Engine Optimization**

The rules are ever-changing and always evolving and we are at the forefront of this new frontier. Inbound Marketing is a whole new world to many of us, yet as often as Google changes their algorithms, so we must change our frantic path to land high on the first page in a keyword search. We now understand that designers are not necessarily optimizers and we need both a great design and a fully optimized website to first capture and then retain the attention of our web visitors. Confused? We've got it down and can explain it to you. Better yet, we can get it done for you in style and at a great price. We can start from scratch or work with what you've got.

### **CRM - Customer Relationship Management**

Remember the word database? It used to describe what we referred to as a list of contacts along with their appropriate contact info. That was in the "olden days". Nowadays, the challenge is to not only list our contacts, but to segregate our lists into groups with shared needs, and to gather as much specific information about a contact as possible. Classifying our contacts is what enables us to deliver a specific message directly to a group of shared interest contacts. Target marketing increases the positive outcome of our appeal by generating more leads and closing more sales.

### **Print Marketing**

Tired of wasting money? What works, what doesn't work? Print marketing like postcards, brochures and menus are the "old dogs" of the "new world" but still an important part of your overall message and brand. We can help you save precious dollars without breaking the bank on useless marketing techniques. We'll help you get the biggest bang for the buck.

### **Email Marketing**

As business owners interested in selling and marketing our own products, we can stand in the shoes of the marketers flooding our own inboxes. We don't want to skip something valuable, insightful, informative, or even just plain fun. Email marketing is alive and well in 2009 because it is still incredibly affordable, extremely effective, interactive, and provides the analytics to measure the return on your investment. If you are not engaging in email marketing, call us immediately and we can help you get started. It's a no-brainer and good for business.



### **Web Based PR**

A well written press release distributed via a web-based PR service will drive more business to your website, and hopefully result in increased sales. The media is searching the web every day for stories of interest. It is in your best interest to have a lot to say about your business and the industry in which you thrive. We'll help you get the words out and deliver the message to the right people in the right way.

### **Social Media**

Twitter, Facebook, LinkedIN and all the others are leading the way in 2009. Restaurants are creating fan clubs on Facebook, and "fans" have the ability to spread the word about their favorite places like nobody's business. We now have the ability to actually click right through from a restaurant listing on Facebook, to an online ordering system at the restaurant. Don't miss out on the opportunities to promote your business in the context of the social media, it's happening right now. We can help you take it to go.

### **Blogging**

It's a wonderful platform if you like to write and have much to share. It can bring you fame and fortune if you're really good, but it can also bring more business to your website. If you establish credibility among your readers and demonstrate a professional approach in your writing, you can attract even more readers who will spread the word about you and your business. Building relationships via the social media and blogging is a good way to build business. We can help you write it.