

Ready, Set...Let's Grow!

Check These Sites:

- [Test Your Web Site's Key Word Saturation](http://www.ranks.nl/tools/spider.html)
www.ranks.nl/tools/spider.html
- [Forms You Can Use:](https://bestwebforms.com/contact_form.php)
https://bestwebforms.com/contact_form.php
- [Here's where to find just about anything web related.](http://www.populair.eu/)
www.populair.eu/

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Creating Web Based Marketing Strategies

Web based marketing is one of the most effective and efficient tools available today. But let's face it, the World Wide Web is too large and involved for most businesses to really take full advantage of its benefits. That's why it's important for businesses of all sizes to develop a web based strategy that is customized and that can be manageable, measurable and executed for bottom line results.

It's Just Too Big

A business has to decide if it wants or needs the mass marketing approach of the WWW or does a targeted strategy integrated into their current marketing strategy make more sense?

The answer is critical to how a business approaches the web. Most companies prefer the strategic target marketing approach and frankly, this makes the most sense for most businesses. By using this approach, you can actually measure your success and manage the results.

Do You Speak Webbish?

So, that's the focus I endorse, however it's helpful to understand the basics and the jargon. There's a whole universe of new and ever changing knowledge and language to absorb and for most business owners it's overwhelming and frankly unnecessary to know it all. So, my goal is to simplify navigating the WWW for those



Web marketing can bring a ray of sunshine to your bottom line.

in the B 2 B world so you can actually pick and choose what's important and implement the essentials for the sake of increasing sales for your business. Because really, it all sounds really hip if you can talk WEBBISH, but it's a waste of time if you aren't gaining customers. **More Inside**

About EE Marketing

I have 18 years experience effectively and efficiently marketing financial services products nationwide. In that time, I have implemented marketing strategies with award winning excellence in both content and graphic appeal.

My marketing expertise can be applied in any industry.

My experience of late involves integrating sales and marketing effectiveness with the efficiency of web based marketing. With the web, creating fresh and meaningful content supported by

appealing cutting edge graphics suddenly becomes one of the most important jobs of any marketing team. But navigating the waters of the WWW is much more complex and involved. My goal is to help companies make sense of it all and make the right choices in their web marketing strategy. JH



"In the end...what really matters is how are you going to get more customers with these tools?"



America the beautiful.

Do You Speak Webbish? Google it.

Speaking Webbish

Search Engine Optimization: Web 2.0 and Content Management Systems

SEO involves creating an effective website with great page content jam packed with key words that people use to find you on the search engines. The more repetition the better. Here's a marketing [site](#) that's done a great job with SEO, (how many times do they have "marketing" on the front page?),

but who can figure out what to do once you get to this site? It's SEO gone amuck, and yes...they come up top in a search. My take: Don't get all bent out of shape about SEO. Do a good job when you build your site with key words both in content and in the code, but then concentrate on meaningful and directed content, visual appeal and give your target audience something to respond to when they arrive. Web 2.0 is 2nd generation web design that allows the view to

take action in some relevant way. It's a step beyond your web site being a glorified brochure. Which is also where a good Content Management System comes in. This type of web site allows the owner of the site manage the content of the site in real time. Most developers and designers use CMS now and that's as it should be. Your site needs to stay current and the only way to do it is to build a site you can update at will. JH

Blogs: Do You Blog?

There's a whole new dictionary filled with terms specific to web marketing. A whole new language has been created to support it; blogs, vlogs, YouTube, Flickr, Skype, Facebook, Myspace, Stumbleupon, digg, delicious, rss feeds, podcasts...etc. etc. In the end... what really matters is how are you going to get more customers with these tools?

You need to have a blog plan.

The main reason for blogging is to increase your chances of being found on search engines because you've now increased your key words, mainly your business name and your name and specialty. But the key to blogging is having something to say, being committed to updating often and being

entertaining. Here's where your personality counts and can maybe even get the attention you crave.

Do you need to be on Myspace? Facebook? If you are wanting a date this might be helpful. If not then concentrate on your blog and your website and building a LinkedIn network. There are only so many hours in a day. JH

Deliciously Stumbleupon LinkedIn... ;-)

Your Professional Image is best done with LinkedIn. It's free to join for the basic professional listing and profile. This allows you to network professionally with others in your industry. You can invite your professional colleagues to join in with you and basically be a resource to them and they to you. This is as public or private as you want it to be and can be used

as a great networking tool. You're allowed as many contacts as you want, you can update it, join groups and show off your talents for all to see.

Deliciously Stumbled Upon

In my book, stumbleupon.com is a site in which you get the best and most visited sites delivered to your door. You join for free and then select

your areas of interest. At any time you are able to hit the icon and it brings up sites within your choices. I use this for inspiration, information and motivation. It's great educational tool as well. I found a site that had canned forms and surveys to use in site designs. I have them tagged in Delicious.com (an online favorites tool) for future reference. JH

Getting Started On Your Plan: Step 1

Now that we have a few of the concepts laid out, let's talk about you.

Here are a few questions to answer before jumping head first into the deep waters of the web:

- 1) If you weren't on the web would anyone notice? Do you care?
- 2) If the answer is no, you need to call me. If yes, then we have some work to do.

- 3) Can your customers communicate with you from your site in a way that increases your business? Applications? Order online? Request information?

- 4) Is there a reason for you to communicate daily, weekly or monthly with your client base? If not, lets' create one, if yes how so?

- 5) Are you committed to

spending the time to create a usable site that is easy to navigate, clear in purpose and makes doing business with you easier, simpler, well even more fun?

- 6) Does your site tell your story? Do visitors to your site really know what you do? Does your message and graphics tell your story?



The work we do, it is always art. JH

Step 2 Facelift or major overhaul?

Time for a facelift?

Decide if you need an overhaul or if you need just a bit of updating. Oftentimes just reorganizing, changing the copy and headlines and adding a few interactive elements can do wonders for a stagnant web site. Most vital restaurants that want to stay in business do a whole remodel every 5 years. That

might tell you something. If your site has been up and stayed the same for more than 3 years, I recommend a facelift. At the very least you can add a landing page or a few other elements to update and at least look current. Most of the time, however if your site has not been updated for 3 years, you should take a look at revitalizing it and bringing it

up to date. When you do this, call me. But if not, make sure you find a company that will build the site so you can change it. You don't want to be held hostage to the design firm to make costly regular updates. Insist on a content management system or find someone else to build your site. JH

“Most vital restaurants that want to stay in business do a whole remodel every 5 years. That might tell you something.”

Step 3: Being Web Wise

Marketing in the 21st century

Your Effective and Efficient web marketing strategy should include three basics: An interactive Web Site, A Blog, Email communications with these elements: If you do these three things well, people will notice.

A clear target: Select your prospect based on your high producing client profile

A clear, consistent message:

Your message should be the same in print, TV, radio and the web and targeted specifically.

Economy of Words: Keep the message short, but let the reader who likes details choose to learn more with a click to a pdf or another page. Link to a blog site that highlights or expands on the

current offering or link to a podcast or video that describes the latest offering

Create ways to interact with your client: Use online Applications, Order forms Inquiry forms, contact us forms, sign up forms and log ins. Entice your prospect to get in touch with you. Offer them money to respond. What you saved in stamps could be given away! JH



Weaving all of it together.

Effective and Efficient

Marketing Strategies That Work.

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Effective:

For years I've created effective marketing strategies that work. I'd like to help identify your target market and create a marketing strategy with the right message, for the right people, with the right tools. I have 18 years experience implementing on-target marketing strategies, creating energy and inspiring action, bringing results to the bottom line. Let me help you tell your story with creative, award winning marketing

Efficient:

I also know how to bring prospects to the door. Let me help you multiply your sales efforts exponentially with proven and effective Business to Business prospecting. Experienced business developers will open doors for your sales team creating favorable first impressions, making introductions and winning long lasting and profitable business relationships.

What are we waiting for? Let's get started today!

More to the story: My Blog

I am an optimist at heart and well, even today when the markets are reeling, I can't help but sing a little. But, it takes work to look at the bright side, so my blog is pretty much devoted to Detecting Optimism.

A recent blog from my site:

I have been saying there are pockets of optimism out there that make a heart just sing. On a recent trip to San Francisco I met a woman who designs and sells retro swimsuits in Portland, and online.

www.popinaswimwear.com

Talk about niche marketing... here's a perfect example...not just

swim suits... Retro swim suits. Not just Portland... but online web sales too.

Who in a down economy would set out to increase a narrow swimsuit market? The business is booming and so she's decided to expand her business. She's moving ahead in spite of all the negatives. So the question for my new friend is: what would make women keep buying swimsuits in a down economy? Well, to me it's pretty simple. Women like to look good and if we can't remodel the house we'd like a new swimsuit. We all like a little sense of luxury in tough times.

My advice? Buy two....

And well, as you probably know...that's not me.



Watch for Best Marketing Practices On My Blog: janmhanson.wordpress.com