

Effective and Efficient

Marketing Strategies

That Work.

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Ready, Set...Let's Grow!

Web Site Dynamite

- [See The Best Sites](#)
- [Graphic Trends](#)
- [Web News](#)
- [Logos](#)

Testimonial

Jan's expertise has pushed my business to the next level..."

Teresa Johnson,
Owner,
[Fieldstone Farm](#)

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Web Strategies For 2010

Leading with the Web

I've said it for years, it's best to lead with the web in all marketing endeavors, including all product campaigns, graphics and even video. If your marketing doesn't present itself well on the web...you're wasting time and money.

Today, your web site is your store front, and if you don't consider that audience first, you're losing market share.

There's no sense developing a great logo, slogan or graphics unless they translate well to the web.

Here are some tips for leading with the web:

Website As Store Front

People use the web as an E Brochure and for shopping. First they gather information, second they inquire further or buy.

With that in mind, how does your website compare to an E Brochure or traditional store front?

Easy To Find

Have you done the work to help web browsers find you easily using key words and phrases in multiple formats?



Green is all the rage, so why not do more email marketing. Save a tree, and a stamp!

Logos/Graphic Trends That Speak Webbish

I've done some research on what designers are doing with logos today. If you weren't aware of it, logos have trends and graphic design colors change annually.

I find it very interesting that heavy complicated graphics are out, simple is in. Is this a reflection of a new anti-excess bias in our society? Maybe...

Learn More on Page 4

About EE Marketing

I have 20 years experience effectively and efficiently marketing nationwide. In that time, I have implemented marketing strategies with award winning excellence in both content and

graphics appeal. The tips in this newsletter only touch the basics of each topic. To implement any of these web strategies or to simply learn more, call me. I can help grow your business.

Email Marketing Vendors vs. You

That Fine Line...

I am an email marketing fan.

To me, it is the most cost effective and efficient way to reach prospects and communicate with clients. On a regular basis But, it's like Tweets, you know when someone is tweeting too much...and as with most things, do it well, do it sparingly. You don't want to be considered a spammer.

Schedule E Mail Alerts:

Schedule a reminder to craft your email and then if you don't really have anything relevant to say, use restraint! Everyone will thank you if you don't communicate too much. You won't wear out your welcome and get that dreaded "Unsubscribe" in the reply box.

Auto Email and Newsletters

I am an advocate of "Do It Yourself" but, that doesn't mean there aren't a lot of companies willing to help. Here's [a list](#) to find the right vendor for your needs. If you want a [newsletter](#) service here's a list to review as well. Call me if you need help deciding which best serves your business. **320-217-4944**

Blogging: The Write Thing To Do



It's a commitment to be a blogger. But the benefits are great.

Search Engines Benefits:

When you set up a blog with your company name in the URL and keep consistent in your key words and phrases in your content, search engines have a good chance of

finding your match. In the case of key words and URL names, more really is better. So, go ahead.. blog, twitter and Facebook. It all matters.

YOU—The Expert

When all those people are finding you while searching for your particular expertise on

the web, as a blogger you set yourself up as an expert. This expands your business reach, and provides a working outline for the book you're going to write...right?

Don't worry about blogging daily, or weekly. Just as often as you have something to say.

(Continued From Page 1) Lead With The Web Basics

Search Engine Optimization (SEO) is not magic, it really isn't. It's quite methodical. There is a lot to effective SEO, but there are some basics to follow that help cover the basics. If your web provider won't help you, [email me](#).

If you've done your SEO

work, you've done more than most. But don't sit and wait for the phone to ring!

Call or Click

Now that a prospect did the work to find you, you did the work to have them find you... do you provide a way to contact you?

Put your phone number front and center on each page along with your email address.

The Ask

Do you ask for the sale from your website and provide a way to buy or inquire further? If you need help with all of this: **call 320-217-4944.**

My Business Blog:

janmhanson.wordpress.com

Web Analytics, Ad Words and Ad Sense

Making the most of your web site starts obviously with a well built website both graphically and in content. Your key words and phrases are critical for success and for people using search engines to locate you on the web.

A great free analytic tool provided by Google allows you to view your web site statistics including how many hits monthly and which key words were used to find you and on which

search engines. This helps determine if you are ready to go the next step, which is purchasing search based ads.

If you are willing to pay for people to at least see your name and click on your site, you may consider ad words or Ad Sense.

Both Google and Bing provide vehicles to purchase search ads for people to find you. You will set up key words and a budget to track your hits.

Mobile Marketing 101

Is this for your business?

Well, maybe. You'll never know



unless you dig in and learn about what this technology can do for you. Some common companies using Mobile Marketing are banks

and credit card companies. They send clients notifications about payments or other alerts, coffee shops send coupons and promotions and nonprofits are fund raising as we saw during the Haiti Earthquake.

Get Started

Learn about Mobile Marketing to help you determine whether it can benefit your business.

There are vendors out there selling this right now as the latest and greatest widget. If you chose to offer this in your marketing mix, you'll give your customers and donors the opportunity to opt for messages. So, it's not spamming or intrusive.

Work with a reputable and experienced provider or a vendor to set up a Mobile marketing campaign.

Social Networking: Is it for you?

Here is a quick tutorial to identify some social networking tools used today. I use all of the tools mentioned, but all are practical or necessary. Don't count them out, as many businesses and professionals use them effectively

Face Book/MySpace:

Depending on your business, these vehicles allow you to

connect and provides a forum for short updates, photos, videos and links. I have created a group for my nonprofit. It's one way to spread the word if you get lucky.
Twitter: 140 character updates. Many investment professionals, nonprofits, IT techies use this to gain followers. You can find like industries and follow trends and people. It's changing as people are able to search topics and

follow your tweets. You can block them and unfollow if you get tired of them.

Linked In: Professional Networking. Essential for growing a list of contacts, networking and sales.

Continued From Page 1

Logos/Graphic Trends That Speak Webbish

There are trends in colors and font styles that come and go. They serve to provide freshness to an era, but also they can be reminiscent of an earlier time, bringing memories right back to the time. Examples are the strong look of the 50s and now the trendy and popular vibrant colors from the 80s.



Logos will become more streamlined and will use creatively designed company initials rather than visuals representative of the company. Letters are back. Such as the logo for Citi Group, which has been

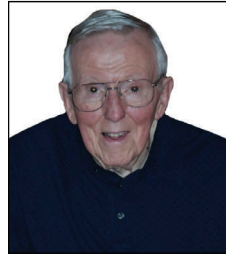


around for a while. But, it appears according to the [experts](#) that strong bold colors and letters will be all the rage.

Ok, Ok. ... EEMS needs a redesign!

Watch for it!

Integrating Sales and Marketing



Achieving Optimum Results

While considering your web marketing strategies it's a good time to ensure you hire the right sales candidates. My colleague Dick Molohon and I have partnered to provide all the necessary marketing and sales tools for success. Dick can ensure you hire the best. As an expert in a hiring assessment tool called the Achiever, he can help you hire the best!

Let us help you achieve optimal bottom line results in both sales and marketing. We can implement Strategies For Success today. Simply Contact

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www.eemarketingstrategies.com/Sales.html

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