

# Why Marketing Matters

# Search Engine Optimization:

For some businesses, 90% of their visitors come from searches via engines like Google, Yahoo & Bing

## #1 Reason:

SEO techniques allow you to reach the people interested in what you have to offer and direct them to your website.

## What you should do:

- ▶ Identify and use keywords
- ▶ Implement video
- ▶ Actively change your site content
- ▶ Get sites linked to yours
- ▶ Submit your site regularly to search engines

More Info:

<http://diy-marketing.blogspot.com/>

# Company Newsletter:

The value of your newsletter is directly related to the value that each recipient obtains as a result of your information

## #1 Reason:

A newsletter adds value and credibility to your business while keeping your name in front of your target audience.

## What you should do:

- ▶ Ensure your articles have end-user value
- ▶ Get interactive, encourage contributions from readers
- ▶ Offer advice & deals but don't sell
- ▶ Make a media calendar and stick to it
- ▶ Share your newsletter online as well as to your database

More Info:

<http://www.slideshare.net/aceofsales/ace-of-sales-webinar-create-your-first-ezine>

# Business Networking:

Local chambers, meet ups, LinkedIn, Twitter, Facebook and referral programs all connect you to your target market

## #1 Reason:

Networking face-to-face or online opens doors to meetings that could turn into business opportunities and referrals.

## What you should do:

- ▶ Use social media to make connections
- ▶ Build a reputation as a thought leader through conversations
- ▶ Encourage real world meetings
- ▶ Always follow up and stay connected
- ▶ Network where your target audience resides

More Info:

<http://www.burg.com/blog/>

# Promotional Products:

A 1992 study found that customers who received promo products expressed more goodwill toward a company than those that didn't.

## #1 Reason:

The \$20B industry allows companies to generate referrals, increase tradeshow traffic, publicize new products, reward employees, and build customer loyalty.

## What you should do:

- ▶ Buy what people can use repeatedly for continued effect
- ▶ Give items for a purpose
- ▶ Spend money on quality, reflects your investment in you and your customer
- ▶ Incorporate your gift into a well-thought out marketing plan

More Info:

<http://www.ppa.org/Buyer/Need+More/Case+Studies/2008+Case+Studies/>

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# hYperstrand MARKETING

Internet and traditional marketing  
combined to enhance relationships  
and build brand awareness

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