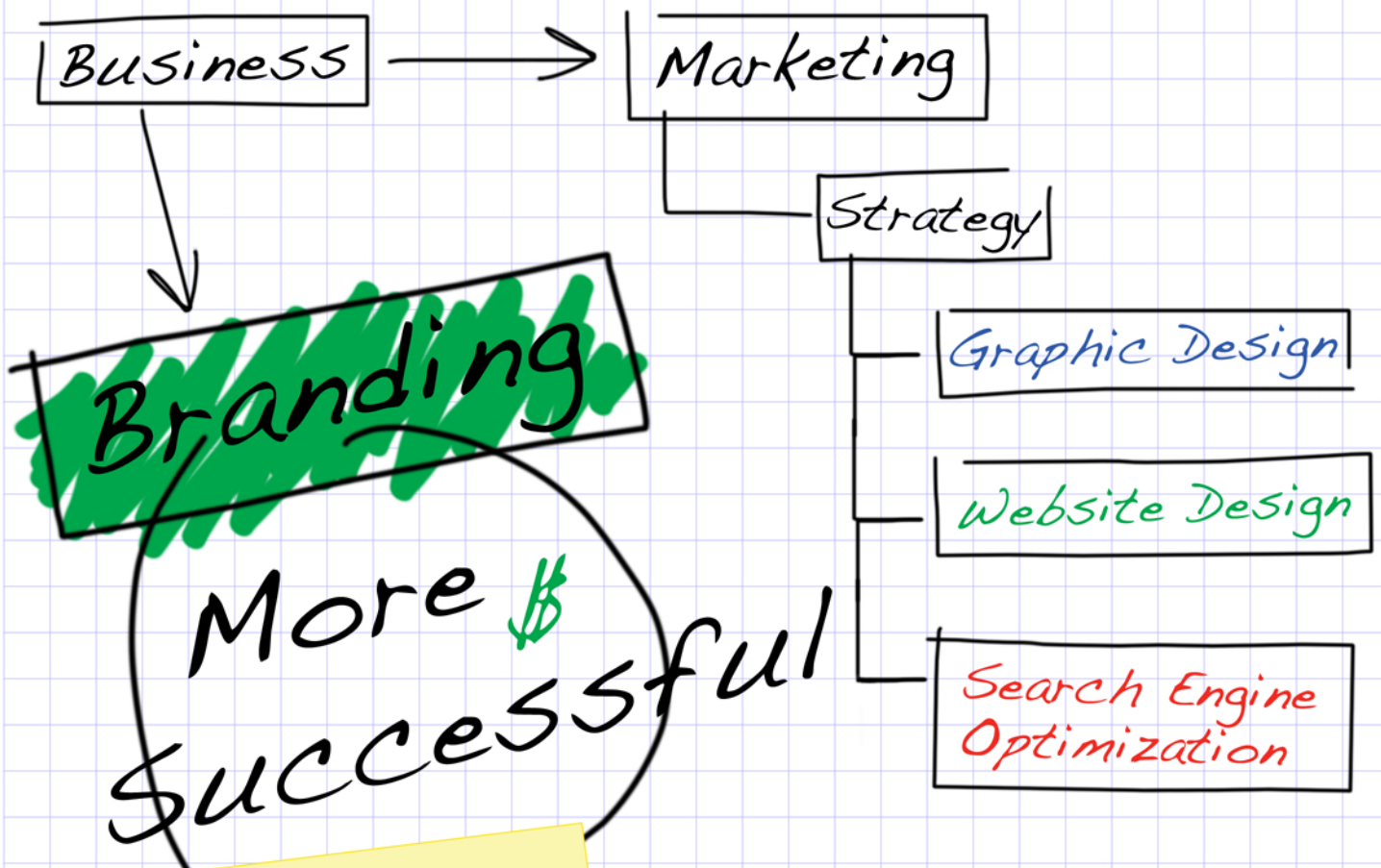


10 FREE¹ Marketing Tips



TO DO:

- Update logo and printed marketing materials
- Rewrite marketing plan
- ✓ Edit website content to make current

~~★~~Goals:

- Attract customers via website
- Get ~~HIGHER~~ ranking on Google search

Your Marketing Strategy and Company Branding are BIG IDEAS!

Your brand is your reputation, and encompasses the expectations of your target market about the products and company it represents. It is a powerful asset. Brand is about making an emotional connection. People trust brands, and develop strong loyalties to them. Your brand lives in your marketing. It changes and grows with your customers. Continuous marketing keeps you relevant, idea generation and brand services keep you ahead of the curve. Below are 10 marketing, branding, web design and search engine optimization (SEO) tips to keep your business consistently out-performing the competition.



idea

Big ideas are worth pursuing. With an effective brand identity, website and SEO campaign, you can grow with your customers and effectively market yourself to your target market and potential customers.

Graphic Design

and

BRANDING

1

Create a flexible, yet unified brand strategy.

Work to ensure that every piece of your branding, whether it's marketing collateral materials, an e-mail, a brochure, product packaging or your website retain a consistent and visually unified brand image and brand strategy. That means, using a standard color palette, fonts, format and writing style. It's a fundamental component of successful brand strategy and solid small business marketing.



Having a unified, consistent brand strategy makes your brand memorable.

2

Consistent branding is the key. From the moment we wake to the time we sleep, we experience over 3,000 different marketing and brand messages on a daily basis. Consistent brand identity is critical in order for your business to stand out. You must establish consistency in your company brand. For example, always use the same logo and main website picture so that the public will connect your logo to your brand. You must also consistently deliver on your marketing and branding promises.

Visa is everywhere you want to be. Are you?



Overloading your marketing with information will make them want to look elsewhere. Staying consistent is essential to grab the attention of your customers and make them want to use your services over another.

Graphic Design

and

BRANDING

CONTINUED

#3

Integrate online and offline marketing efforts.

The one issue we see with in meeting with clients is that their current marketing materials are inconsistent. They are not showcasing their brand in a way that gives their company relevance or the reputation they want. Take a look at how you are marketing yourself in printed material and on the web and make sure it's consistent!

BODYMOTION
High performance

M



These images display the original concept through the branding, print collateral and online presence in a cohesive and integrated effort. The branding is present on every piece of collateral, as well as, the website and every product they sell.

Website Design

AND

Content

#4

Update your website content!

This is the easiest and most effective way to help your company marketing efforts. If you haven't updated your website information recently, it may be time for some editing.

Take a look at your website and go through this list:

- ☒ Is your image or web design out of date?
- ☐ Are your photos looking dated?
- ☐ Is your content and marketing message relevant to visitors?
- ☐ Are your copyright dates current?
- ☐ Do you know when your domain is expiring?
- ☐ Can your website easily convert visitors into new customers for more revenue?
- ☐ Are your contact forms and email links working correctly?
- ☐ Update contacts, remove old staff members, and fix broken links.
- ☐ If you are using social media, add icons to your home page.
- ☐ Are you selling something? If you don't have an ecommerce component, add one.
- ☐ Make sure your website branding is consistent on every page, and remove old or dated branding elements.

BEFORE



AFTER



Dentistry for Children had an ineffective website and their content wasn't working in their favor. With a website redesign, new content, and SEO they're seeing more business.



Website Design

AND

Content

CONTINUED

#5

Give your website a facelift.

In a slow economy, redesigning your brand and website is an option, but refreshing your current website is a must. Start with taking a look at your website to find out which elements are working and which aren't. Is the design relevant and appealing to your target market? If not, the goal is to then remove elements which are performing poorly and move around/fix up the ones that will boost your marketing and selling efforts.

You need to redesign your website.

If your website is more than two years old, redesigning is the number one way to connect with your target audience, convert visitors into customers, and turn your website into a major source of revenue. Your website is the place people go to first when they want to find out more about your business and the services that are offered. Once you get people to your site it is your job to keep them there. These visitors can turn into business leads and potential customers. This is why the design of your website is such an integral aspect of improving your business.

Search Engine

Optimization

&

Internet Marketing

#6

Optimize your website. Are you listed on the first page of Google? There are millions of websites competing to be found. How easily is your website found in a general search? Are you using the correct keywords for your industry and target market? If not, your website could be getting lost. Internet marketing experts estimate that only 10% of businesses are properly optimizing their websites. Now is the time to take advantage of you competitor's inexperience and implement a targeted and powerful SEO strategy into your website and get found!



If you're not getting the traffic you want to your website, optimizing your website and investing in an external SEO campaign can do wonders for your bottom line.

#7

Update your web content frequently. Optimizing current content on your website is not enough. Google and other major search engines love new content so it is imperative to continually improve upon and add to the content on your website consistently. It should be continuously updated on a monthly or weekly basis. The easiest way to add relevant, consistent content to your website is to start a company blog with tips, market news, new product announcements, and tutorials if applicable. Adding new content to your website keeps your content relevant in Google's eyes and keeps your website in the public eye.



Blogs are a wonderful way to generate constant content updating on your website. They're also pretty easy to maintain if you put effort into it. They can be a few paragraphs and generate visits to your website.



CONTINUED

Search Engine

Optimization

&

Internet Marketing

#8

Invest in a Pay-Per-Click campaign.

A PPC campaign is a surefire way to get immediate traffic and revenue because your website and advertisement will be displayed above all searches for your chosen keywords. This type of Marketing campaign is particularly beneficial to companies who are not ranking well in search engines yet. We believe that using a Pay-Per-Click campaign in conjunction with an aggressive SEO campaign is the best way to handle internet marketing. Why? Because once your website is optimized, and showing up in top search positions, you could end your PPC program and stick with an SEO maintenance program. It saves money in the long run and gets your name out there.



PPC or Pay Per Click is an instant marketing technique that will get you traffic to your website. Though an investment is needed, PPC is a great way to get your name in front of your target marketing immediately.



#9

Review all Social Media options.

Studies show that by the end of 2011 nearly 88% of top global companies will have some sort of social media strategy in place. Both corporate and small business owners need to develop a clear social media marketing strategy as part of an integrated communications marketing strategy. Reviewing and changing (if needed) your social media platforms with up to date content is very important. If you have a Facebook or Twitter page, update it with your current logo. Change your Twitter background to be consistent with your branding scheme. Update your Facebook info area with new address content, company message, etc. Since social media has become such an integral part of online marketing, search engine Giants such as Google, Bing and Yahoo are changing their algorithms to incorporate search personalization such as this. Don't be left in the dust without a clear Social Media Marketing campaign!

#10

Hire a professional marketing firm.

A professional team of marketing consultants, professional web and graphic designers and branding specialists that know how to position your company in the marketplace to convert traffic into sales is the best way to implement these tips. We know just the company.

Integratrix
847.537.0067

At Integratrix, we live by these rules. We center our own branding and marketing strategy on integrity, innovation and honesty. By bringing our current clients success and delivering every time on those promises, we have made our mark in the industry and cemented our reputation as an innovative and unique marketing company in Chicago.

