



PRESENTATION

Plus

Corporate
Communications

By Design

Thoughts on Marketing and More from Presentation Plus

January 2008

We're Celebrating Our 20th Year!

Dear Lori,

The new year is off to an amazing start! Our NFL workshop was a huge success, we have others in the works and MBAshylum has made its debut. Let us know how we can help you get your business off to an equally fast-paced start this year.

In This Issue ...

You Have To Be Visible To Be Found ...



The ways in which prospects buy has changed dramatically, thanks to the Internet. Businesses and individuals have unlimited access to information on companies, people and products ... and they're sharing what they learn with others in their 'network'.

Companies are no longer finding customers. Customers are finding them. To succeed in this marketplace, you have to have a strong brand, and a

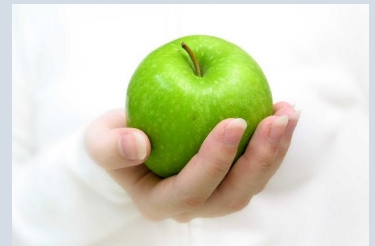
strong message. Prospective buyers are using search engines to FIND what they need ... PULL what they want from online information sources ... and then use what they have learned to make a purchasing decision. You have to be Found to make their short list, and you have to be Visible to be Found.

Ways to increase your visibility include:

- Optimize your website for the search engines. A 2007 survey revealed that 85% of all business to business buyers go online during some point in their search for a product or service, and that 70% of all online business shoppers use a search engine to begin their quest;
- Create fresh content and post it on your website regularly. Search engines loves original content and frequent updates;
- Investigate Paid Search. It is an affordable way to get on the right hand side of the Google (or Yahoo, or MSN) search results page;
- Enter the blogosphere. A blog generates fresh, original content (see Bullet 2) and gives your company a personality and voice that reaches out to potential customers;
- Targeted banner ads are making a comeback. Any industry that Google invests in is going to grow. Bet on it.

Implementing a smart, multi-level online marketing strategy is essential in today's marketplace. Having a website is no longer enough, and having a static website can hurt your business more than it helps it. We can help you get up to speed in an

Words of Wisdom



Stop Selling What You Have and Start Selling What They Want

We have the folks at IBM to thank for this insightful phrase, which is part of their current advertising campaign. Here's why it's true:

The strongest brands make a clear promise that is relevant to target customers. They speak in terms that are meaningful to prospects, with a message that promises to fulfill a DESIRE or NEED.

When you market your product or service, focus on the **Benefit** that your customers will gain. Skip the Attributes, which are the product's features, and concentrate on HOW and WHY your product or service will fulfill a specific need.

Example: That super new ingredient that you put in your product is an attribute. The fact that it cleans clothes faster without having to sort by color is the benefit (convenience).

Example: Being able to take deposits through your bank's online banking function is an attribute. Making it possible for busy small business owners to truly do ALL of their banking online is

online world. We design and redesign websites, ghostwrite original website content, articles and blog entries for our clients, and know how to help you build your visibility online. Visit our website at www.pplonline.com ... call us at 623-537-0888 or email Lori Martinek direct at pplonline@cox.net.

Stop the Insanity!



The **MBAsylum** website (www.mbasylum.com) debuted the evening before the NFL small business workshop. Our first series will be announced in the coming weeks as we work out the details on early inquiries from around the country.

MBAsylum workshops are ideal for entrepreneurs, professional groups, corporate employees, associations and proactive non-profits who want to drill deep and learn How to Grow Their Business ... Reach New Customers ... Be the Brand ... Sell with Service ... Assume New Leadership Roles ... and Be Successful. Have something else in mind? Our **Custom Asylum Experience** was designed for you and your audience. [Learn More ...](#)

We're also building readership for our new blog. Sign up for the RSS feed at [Stop the Insanity!](#) and be the first to know when new entries are posted. Need a web-based news reader? Get it here: [Free Google Reader](#).

Wanted: A manufacturing association (local or national) to test our new Manufacturing Immersion Series, which provides member companies with the tools to make their employees more promotable. Let us know if you have a lead. We have a powerful program you'll be proud to refer.

A Super Small Business Workshop ...



More than 300 small business owners participated in a January workshop featuring presentations by branding expert **Lori Martinek**, **Godaddy.com CEO/Founder Bob Parsons** and **Club E Founder Peter Burns** entitled *Get in the Winning Game: Creating, Promoting and Protecting Your Online Brand*.

The event was produced by the Maricopa Community Colleges SBDC and was part of the **NFL's Super Bowl XLII Playbook for Small Business**

Workshop series. The event was televised statewide through the NAU television network.

Streaming video of the workshop will be available online soon. It's an exciting new branding technology from a company called Essential Event Technologies. Ask us about it.

And: Be sure to check out Bob Parson's blog at [Hot Points](#) for the latest on GoDaddy's 2008 Super Bowl commercial. Bob always has a great story to tell.



BE the Brand!

the benefit that most banks can't offer: travel-free banking.

Think Benefits vs. Attributes and always give a compelling Reason Why. It's a positioning strategy that will help build your brand, online or off.

One More Example: Expertise, experience, expansive online capabilities and exceptional client service make Presentation Plus the ideal marketing firm for your organization. These are attributes.

The Benefit of Working With Us? Results without worry. We produce high-quality, hands-free marketing and PR, that you don't have to 'touch' over and over again. Ask for it once and it gets done. No micro-managing necessary. Really.

I'd say that's a pretty good Reason Why you should work with us on your next project, wouldn't you?

--- *Lori Martinek*

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Business Strategies
That Make Sense





Each of us has a **Personal Brand**, whether we realize it -- or work at it -- or not. These days, more people probably 'meet' you online for the first time than in person. Be visible and be found, but don't leave your Google results to chance. Be proactive in shaping what people see and read about you online. The results will be worth the effort.

Create and claim your name on professional networking sites such as **LinkedIn**, **ZoomInfo** and, if you're an entrepreneur, on **Club E Network**. All of these will help you manage your online brand when their links appear in your search engine results. (They're also a great way to make new contacts!). The links in the right hand column of this newsletter lead to my online profiles. Check them out and decide what would work best for you. (You can also begin your own profile once you're there!) Need a fresh new bio or a scintillating intro for your online profile? We can write one for you. Our branding expertise includes products AND people. We'll work with you to develop a personal brand that helps you make a great first impression, whenever your name comes up.

What We're Reading ...



Meatball Sundae, Is Your Marketing Out of Sync? by Seth Godin. I'm a Seth Godin fan, mostly for his straight talk on marketing subjects that goes easy on the jargon.

Example: 'A meatball sundae is the unfortunate result of mixing two good ideas. The meatballs are the foundation, the things we need (and sometimes want). These are the commodities that so many businesses are built on. The sundae toppings (hot fudge and the like) are the New Marketing, the social networks, Google, blogs and fancy stuff that make people all excited. The challenge most organizations face: they try to mix them. They attempt to slap new marketing onto old and end up with nothing but a failed website.'

In order to be successful with such marketing techniques, Godin writes, a company must change its practices across the board. 'Otherwise, you're just putting whipped cream on a meatball.'

Meatball Sundae goes on to list 14 trends that 'no marketer can afford to ignore'. What you should really take away from reading it? That having 5,000 people who want to hear your message is much more valuable than reaching five million who don't.

Wrapping It Up

There has never been a better time to take your company and its brand to the next level. We look forward to working with you to develop and implement an online marketing and branding strategy that puts you in front of your best prospects!

Be Visible! Get Found! We'll show you how.

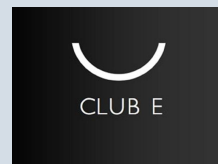
Sincerely,

Lori J. Martinek
Owner & Principal
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www.pplusonline.com

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View my profile on **LinkedIn**

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know your stuff.™



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