



PRESENTATION

Plus

Corporate
Communications

By Design

Thoughts on Marketing and More from Presentation Plus

March 2008

We're Celebrating Our 20th Year!

Dear Lori,

Are you looking for a marketing and public relations firm that will Give (and Get!) You the Attention You Deserve? A quality-focused company that provides exceptional Project Management services that make it possible for you to skip the micro-managing part and focus on your own responsibilities? A partner that really understands all this online marketing stuff? Look no further

In This Issue ...

Noise Is Not Enough ...



The ways in which customers buy has changed, and so has the way that they get information to make their buying decisions. More people are probably meeting you and your company for the first time online than they are in person. They're learning a lot about you, without making any direct contact.

The Internet has changed the way that we all do business. Companies don't find customers anymore. Customers find companies. You have to be online to be competitive, and you have to Be Visible if you

want to Be Found. AND: Your message has to be relevant and be meaningful to your target audience. It should speak to them in their own language, and offer solutions that fulfill needs and desires. Noise alone is not enough. If you want to be heard, you have to communicate with *meaning*.

We create original online content for our clients, including articles for websites and ezines and blog entries. We know how to help you build your visibility online. Visit our website at www.pplusonline.com ... call us at 623-537-0888 or email digital coach and consultant Lori Martinek direct at pplusonline@cox.net.

Keep Up With the Insanity!

Words of Wisdom



How to Protect Your Online Brand

Creating and building a strong online brand is not enough. You have to also take steps to actively defend it.

Threats to your online brand include **Brand Erosion**, which can result from overuse or the unauthorized use of a brand name; **Cybersquatting**, where an unrelated company pirates your brand to send traffic to its own website; **Typosquatting**, where pirates take advantage of common mis-spellings of a domain name to divert traffic to their sites or portals; and **False Associations**, which are outright copyright violations and piracy.

Online pirates who lift content from your website or other publications and use it without your permission are committing Intellectual Property Theft. Duplication of content can also confuse search engines and hurt your Google, Yahoo and other search engine page rankings.

Defensive domain buying can help protect your brand. You should own your domain name in the most common



Lori Martinek's newest venture, [MBAAsylum](#) is off to a strong start. We're in discussions to take the Asylum message to cities across America. Our most requested titles? *Get in the Big Game: Creating, Promoting and Protecting Your Online Brand ...* the workshop that was telecast to nearly 400 attendees across Arizona in January AND *Unleash the Entrepreneur Within!* ... an exciting new workshop that includes an interactive

element where participants learn how to pitch to a venture capitalist, their bank or an important prospect.

Our blog, *Stop the Insanity!* is live, the kinks have been worked out and the subscriptions are rolling in. You can subscribe for FREE at [Stop the Insanity!](#) Need a news aggregator? Get a free one at [Google Reader](#).

Watch the Workshop Video ...



Now you can watch rich media capture of the January workshop that featured presentations by branding expert **Lori Martinek, Godaddy.com CEO and Founder Bob Parsons, Club E Founder Peter Burns and MindShare Interaction's Daniel Bueckman** entitled *Get in the Winning Game: Creating, Promoting and Protecting Your Online Brand*. The event was produced by the Maricopa Community Colleges SBDC as part of the **NFL's Super Bowl XLII Playbook for Small**

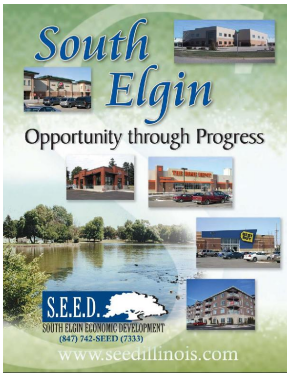
Business Workshop series and was telecast to nearly 400 participants across Arizona.



The video was edited, packaged and produced by [Essential Event Technologies](#) and is easily accessible online through digital streaming technology.

Check it out at [VIDEO](#).

What We're Excited About ...



SEED ... We just finished a full-color, 8-page brochure and progress report for South Elgin Economic Development and produced a new Community Profile to facilitate economic development in that growing community.

Club Entrepreneur continues to grow ... its new North Scottsdale chapter debuted on February 28 ([Club Entrepreneur](#))

Make Mine A Million \$ Business ... an exciting coast to coast project to create one million women-owned businesses with gross sales of \$1 million or more by 2010.

The result? The creation of more than 400,000 new jobs and an infusion of more than \$700 billion to the national economy. And those are *conservative* numbers. ([Count Me In/Make Mine A Million](#))

Be the Bulb! ... Three-quarters of the way through the manuscript, we have set a publishing date of June 1, 2008. This will be Lori Martinek's first book and the debut project of Herlife Publishing.

extensions, including .com, .net and .biz to avoid online confusion or diversion. The hottest new domains are .mobi, for mobile Internet, and .me, for individuals. You can check availability at [GoDaddy.com](#).

You should also own your personal name and the name of key executives in your company. Create profiles on [LinkedIn](#) and [ZoomInfo](#) to claim your name on those popular networking sites before someone else does.

Monitor your brand on an ongoing basis. [Google](#) yourself and your company regularly and create free [Google Alerts](#) that let you know when new information on your brand has been found online. Watch the social networks and other online content using search engines such as [WINK](#) and [AfterVote](#) and keep an eye out for employee blogs and other potentially hazardous materials.

Find something you don't like? There are strategies that you can put into place to move it far down the list and away from the eyes of your prospects. We'll show you how.

What is a Digital Consultant and why would I possibly need one? To create, promote AND protect your online brand, which is a very valuable asset in today's marketplace. And Remember: Every time you protect your brand, you also strengthen it ... and strong brands SELL.

--- *Lori Martinek, Digital Coach and Consultant*

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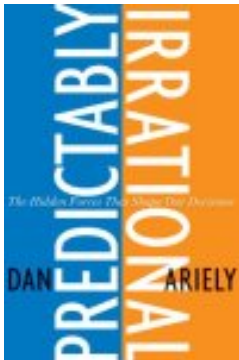
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Our Related Ventures

What We're Reading ...



Predictably Irrational, by Dan Ariely.

This is a book on behavioral economics that is a thousand times more interesting than the topic sounds. Ariely writes in a voice that is interesting, engaging and even quirky at times. This is no boring textbook read.

Why do we make decisions the way that we do? Whether we're knee-jerking, acting on a gut reaction or flying by the seat of our pants, it's rarely for logical reasons, even when we have plenty of information at hand. According to Ariely, that seeming irrationality is both common and logical. Got that? You will.

This is a book with lots of little factoids that you may even find yourself sharing with others. Cocktail party chatter? Possibly. But there are plenty of good insights to consider when putting your marketing plan together.

Here's a sample take-away: Everything is relative, and that's the point. Often we have no idea what we want ... or want to do ... until we see it, or someone else with it, or someone else doing it. (Think 'tipping point'.) We are always looking for clues, from other people and the world around us. Do we always use them in our decisions? Yes. No. Sometimes. It's hard to say. But ... that's exactly what the book is all about.

Dan also writes a blog on the subject that you might find interesting: [Predictably Irrational](#)

Make Yourself Recession-Proof ...

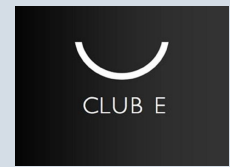
We hope that you're having an amazing year, despite the talk of a potential economic slowdown. There has never been a better time ... or reason ... to strengthen and expand your Online Brand and marketing strategy to make your company, community or organization more competitive. Online marketing is an incredibly effective and cost-effective way to Be Visible and Get Found! Remember: Companies are no longer finding customers. Customers are finding companies. We can help you raise your visibility to put you in front of potential customers. Ask us how!

Sincerely,

Lori J. Martinek
Owner & Principal
Presentation Plus
www.pplonline.com



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