



PRESENTATION

Plus

Corporate
Communications

By Design

Thoughts on Marketing and More from Presentation Plus

April 2008

We're Celebrating Our 20th Year!

Dear Lori,

It has NEVER been more critical to make a good first impression. In today's Internet-driven marketplace, you may not get a second chance ... Social marketing? It can help you reach out to an invisible audience in a way that is meaningful and powerful ... AND: Your online marketing strategy should work with your other marketing efforts, not against them. We'll show you how to make that happen ...

In This Issue ...

Need A Digital Marketing Coach?



You might, especially if your company, community or organization is trying to make sense of today's many online marketing opportunities. Branding, blogging, social marketing, search engine marketing, online advertising, website marketing, rich media capture, paid search, permission marketing ... the list goes on and on. And it's growing longer every day.

You know that leveraging the Internet can help you reach out to your target audience efficiently and cost-effectively. And it's likely that you've read or heard how online marketing can dramatically raise your visibility, improve your prospecting productivity and greatly enhance your ability to create - and keep - customers. No doubt you're excited *AND* frustrated by the potential that you see. Why? Because you don't have the time to learn how to put these tools to work, much less use them within the context of your existing marketing goals. You're not alone.

A [Digital Marketing Coach](#) is conversant in today's online tools and has the marketing chops to be able to assess, recommend and implement a Digital Marketing Strategy that will work for you and your business. Think marketing expertise coupled with complete comfort in leveraging today's technologies. It's a very powerful combination, and we can put it to work for you.

We'll put meaning into your online marketing strategy by placing it within the context of your existing marketing goals. We'll help you develop an affordable, actionable strategy that puts the power of online branding and Internet technologies to work to market your organization in a *meaningful* way. The results can be amazing. You won't be disappointed.

Words of Wisdom



Selling To An Invisible Audience

An important prospect may be checking out your company or community at this very moment and you may never know anything about it.

This is a potential customer whom you may never meet or talk with. A customer who may be located half-way around the world or just on the other side of town. This is a customer who could know more about your competition than you do and who may have already chatted with some of your current and former customers.

This invisible prospect has never been to your store or place of business, shaken your hand at a networking event, or possibly even heard of you until just a few hours ago. But they've uncovered pretty much everything that there is to know about your business. How?

By going online.

Visit our website at www.pplusonline.com ... call us at **623-537-0888** or email digital marketing coach and consultant Lori Martinek at pplusonline@cox.net.

Marketing Your Community Online



Lori Martinek will be presenting 'Marketing Your Community Online' at the (AZ) **Governor's 2008 Rural Development Conference** in Carefree, AZ in September. Lori's hour-long presentation is a practical tour of the latest in online economic development and community marketing strategies. Highlights include:

- Being competitive in an online world;
- Elements of a strong community brand;
- Strategies to Be Visible and Get Found online;
- PUSHING your message with Permission; and
- Monitoring your success and reach.

Attendees will learn about online strategies including search engine marketing, online portals and gateways, blogging for visibility, lead generation and relationship management, paid search, and e-newsletters that promote available buildings and sites. Also on the agenda? **GIS**, a web-based geographic information system and **Rich Media Capture**, a new technology for delivering 'virtual site visits and tours'.

Ask us about presenting this topic at your upcoming conference or economic development event in areas *outside* of Arizona. It is ideal for EDCs at the state, county and municipal level; Rural Development groups, Chambers of Commerce and MainStreet organizations, and communities of every size.

We're Hitting the Road ...



MBAAsylum is booking conference and workshop dates for the coming year.

We'll be presenting *Unleash the Entrepreneur Within!* at the 2008 **WomenVenture Conference** in Minneapolis this November. **WomenVenture** is an SBA-funded statewide organization that provides budding entrepreneurs with the knowledge and tools that they need to 'grow into their powerful potential'.

We have proposals into several other national conferences and are talking with Economic Development groups, SBDC networks and community college systems across the country about bringing one of our popular business development workshops to their markets:

- Unleash the Entrepreneur Within!
- Creating, Promoting and Protecting Your Online Brand
- Learn to Pitch Like A Pro!

[Learn more about MBAAsylum workshops here.](#)

What We're Excited About ...

This high-potential prospect may be shopping your store while you're asleep. Or visiting your community while its economic development office is closed. They will browse, learn, compare, make decisions and create a shortlist of buying alternatives -- often without any human interaction. You may never get a chance to state your case in person, by phone or even by email. You will be judged entirely by the quality of the image and information that you (or others) have put online, by how easy it is to access, and by whether its message appeals to their specific needs and interests.

It has NEVER been more critical to make a good first impression because, quite frankly, one shot may be all that you ever get. **Do not leave that impression to random chance.** Take charge of your online brand and the message that it sends. Think like a customer and act like a communicator. Be Visible, Get Found and RELATE to your target audience. You know who they are. Make sure that they know who you are, and that they like what they find when they come looking for you.

--- *Lori Martinek, Digital Marketing Consultant*

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Our Related Ventures



Creating a Vision for Harvard ... Lori Martinek will travel to Illinois in May to lead the Harvard EDC Board of Directors through a visioning process that will guide the development of that organization's new three-year strategic plan.

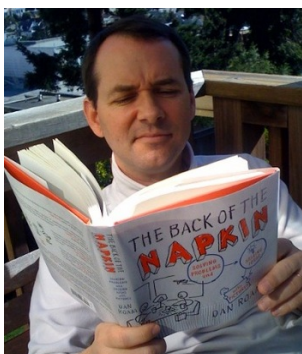
AirPSG We first worked with this new client's parent company, The Planning Solutions Group, Inc., in 1996. AirPSG provides sales and marketing consulting services to the air charter

industry. Our renewed relationship includes the development of a branding strategy, corporate identity, capabilities brochure and an electronic press kit.

Casa Paloma Home Interiors & Design ... will open in North Scottsdale this month. Our next assignment? Creating excitement for the store's grand opening to provide momentum for an extended visibility campaign.

John S. Swift Co., Inc ... We recently completed another series of 4/ color marketing sheets and will work with this commercial printing company to promote its ongoing expansion.

What We're Reading ...



The Back of the Napkin, by Dan Roam. This book is so hot off the presses that it's just being released as you read this. How have we read it already, you may ask? Let's just say that it pays to own a publishing company, even a very small one.

This is a book about visual thinking and mapping. It outlines a process for breaking down complex concepts and problems into simple diagrams that make it easier to identify components, assess alternatives and find direct solutions. The concept is especially relevant in today's digital, highly visual age. Few things are linear any more. Visual diagramming makes that very clear.

Roam outlines a system that focuses on 'four steps of visual thinking, six steps of seeing, and a visual workout that focuses on ideas'. If you are into brainstorming, this is your book. If you're not, well ... you really *should* be. And: Thinking outside the box is only possible when you know *what's already in the box*. Draw a picture showing what's inside and you're on your way ...

I have always been a proponent of using paper and pen (I prefer Sharpies) to break down a challenge to identify elements and potential solutions. I have made most of the big decisions in my life this way, and we begin major client projects by breaking them down into graphic components.

One of Roam's best lines: 'We don't show an insight-inspiring picture because it saves a thousand words; we show it because it elicits the thousand words that make the greatest difference. And that is communication that works.' Wow.

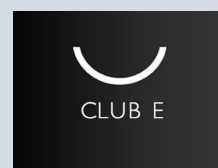
[Order your copy.](#)

[Read Dan's blog](#)

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Business Strategies
That Make Sense



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Get Branded! ...

Electronic marketing has added a whole new dimension to branding. No, the rules haven't changed ... but the opportunities ... and the challenges have. Make sure that your brand is communicating the message that you want it and need it to ... clearly, concisely and powerfully. **Call us for information on conducting a brand review.** Remember: First impressions count more than ever.

Sincerely,

Lori J. Martinek
Owner & Principal
Presentation Plus

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