



# PRESENTATION

## Plus

Corporate  
Communications

By Design

Thoughts on Marketing and More from Presentation Plus

June 2008

We're Celebrating Our 20th Year!

Dear Lori,

Being at the top of your game is never more important than in today's economy. Competition is tougher ... customers are scarcer ... and you have to be 'top of mind' and ready when the tide begins to turn back. This issue features tips that will help you and your company Get in the Big Game ... and stay there. **AND:** If you like what you're seeing here, be sure to check out Lori's blog at [Stop the Insanity!](#), where she 'fills in the blanks' on hot topics in online marketing ... branding ... and reputation management.

## In This Issue ...

### Make Reputation Management A Priority



**Reputation management and monitoring** should be a prominent, ongoing part of your marketing and PR strategy. **Be Visible, Get Found** and make sure that what people find and read online about you, your company and your brand is POSITIVE. You can't stop the 'conversation' from happening, but you can *influence* it ... and you can impact what people find when they Google your name or your brand.

More people will 'meet' you online these days than you will ever meet in person. Your search results are the 24/7 publicist that is introducing you to your next potential customer ... partner ... investor ... or employer. Make it a priority to monitor and manage what people see when they first find you online. Reputation management is good branding SEO. There's nothing 'black hat' about it.

Need help getting started? Call us at **623.537.0888** .... or email Lori Martinek at [pplusonline@cox.net](mailto:pplusonline@cox.net).

### Taking It On The Road ...

## Words of Wisdom



### What's In A Name? Everything!

Reputation monitoring and management is critical in the 'search and learn' arena of the Internet. Search engines truly have become reputation managers. You *are* your Google results, regardless of what the reality may be. First impressions really do count and if your first one isn't a good one, it's likely to be your last. **Do not leave what the search engines say about you and your brand to random chance.**

In today's online marketplace, what our search results say and whether the buzz about our products on blogs and in social networking communities is positive, really does matter. And it matters *a lot*. Proactive brand managers practice defensive visibility and ranking strategies that help influence what potential customers, employers, mentors and the media see when they search for information about a company and its brands.

**Use these strategies to encourage positive results in your search engine results.**

- Have one or more active websites that



Lori Martinek will present *Get in the Big Game: Creating Your Online Brand* at the national [Association of Small Business Development Centers \(ASBDC\) Conference in Chicago](#) on September 4. The three-day event is attended by SBDC directors, managers and counselors from across the U.S.

Then its back to Arizona to present *Marketing Your Community Online* at the (AZ) [Governor's 2008 Rural Development Conference in](#)

[Carefree, AZ](#) on September 24. Lori's hour-long presentation is a practical tour of the latest in online economic development and community marketing strategies. **Call us at 623.537.0888** if you would like to have her present this cutting edge topic to your group of EDC, government or community stakeholders.

Lori's **MBAylum partner Mary Trost** joins her in Minneapolis on November 8 to present *Unleash the Entrepreneur Within!* at the [2008 WomenVenture Conference](#). Looking to inspire entrepreneurship and small business development in your state or region? *Unleash!* is motivational as well as instructional, which makes it ideal for SBDC's and entrepreneurship conferences.

**Just Booked! ...** *Get in the Big Game!* will be a featured workshop in February 2009 at the [2009 Women Entrepreneur's Business Bootcamp in Scottsdale, AZ](#).

**Now in the planning stages:** Statewide presentations of *Get in the Big Game* and *Unleash the Entrepreneur Within!* to SBDC networks in other states ... an *Unleash!* guidebook ... a second Veterans Small Business Conference appearance .... and a potential partnership with **Club Entrepreneur** to take the Vetpreneur message to chapters across the country.

**Interested in other topics?** Check out the [MBAylum website](#) ... and then ask us how we can help you plan a one or multi-day conference event for aspiring entrepreneurs and existing small business owners in your area.

## A Big First-Time Success!



Arizona's first-ever **Veterans Small Business Conference** was a big success. The two-day event was held June 11-12 at the Fort McDowell Resort & Casino in Fountain Hills.

Lori Martinek led the event's Marketing track, presenting two sessions each of *Pitch Like A Pro: PR Secrets Revealed!* and *Get in the Big Game! Creating Your Online Brand*. The event was produced by the [Arizona Dept. of Veterans Services](#) and the [National Center](#)

[for American Indian Enterprise Development](#), in cooperation with [Presentation Plus](#), [Club Entrepreneur](#), the [Arizona Small Development Center Network](#) and [Mind Your Bizness/Arizona WebTV](#).

**Let us know** if you are interested in bringing a similar conference event aimed at Veteran business owners and aspiring Vetpreneurs to your state.

## Batter Up! ...

feature you or your company's name in their domain names;

- Publish a blog. Search engines love original content that is freshened regularly.

- Create profiles on social and business networking sites to claim your name and brand and build your online reputation. [Linkedin.com](#) can be a great tool for promoting yourself. Check out [Ning.com](#) and consider creating a network that is focused on you and your brand or takes ownership of an issue that is important to your business or product category.

- Claim your name online before someone else does. Websites like [Naymz.com](#) allow you to create a profile that links all of your profiles (Google loves links).

- Publish and syndicate original content to circulate your name throughout the online community.

- Post comments (include your web address!) on high visibility blogs, share photos on sites like [flickr.com](#) and link your site to trusted websites whenever possible. Remember, you have to **Be Visible to Get Found**. Anything that you do to improve your online presence will help generate positive search results. It is a double-win situation.

**Interested in learning more?** We are online branding and reputation management experts. Just give us a call. You can also watch rich media capture of our Super Bowl branding workshop [here](#). Ask us about doing a similar workshop for your company or organization.

You'll also be able to read more on reputation management in my new book, which will be out this fall: **Be the Bulb! ... Why some people shine brighter than others and how you can become one of them!**

**--- Lori Martinek, Digital Marketing and Reputation Management Consultant**

### Quick Links



Presentation Plus has teamed up with the [Arizona Diamondbacks](#) to promote **Military Appreciation Day** at Chase Field in conjunction with Arizona's first Veterans Small Business Conference. The July 4th event offers half-price tickets to military families, friends and supporters and will build visibility for the Arizona Dept. of Veterans Services and its new **Veterans Business Advocacy Group** program.

[Buy tickets here](#) (use Login JULY and Password FOURTH).

## What We're Excited About ...



[Creating a Vision for Harvard](#) ... Lori Martinek travelled to Harvard IL in May to facilitate a Visioning Workshop with the **Board of Directors of the Harvard EDC**. Next up? The development of a draft strategic plan, which will guide the organization's efforts for the next three years. Presentation Plus has worked with the [Harvard EDC](#) since 2001.

**South Elgin Economic Development (SEED)** .... We are directing the development of this organization's first strategic plan. Lori will travel to South Elgin in July to work with the **SEED Board of Directors** and develop a working vision for [South Elgin's economic future](#) that will then be presented at a gathering of community stakeholders in August.

**AirPSG** .... We created a detailed branding strategy for this new consulting division of a long-term client ... designed a full corporate identity program with branded themes ... and developed the base design and copy for the company's new website. AirPSG owner **Mike Ryan** travelled to a major trade show well-armed with a professional identity for his enterprise and a 30-second 'elevator pitch' that we produced.



**Casa Paloma Home Interiors & Design** ... Casa

Paloma joins our list of valued retainer clients as we take over the direction and management of the ongoing public relations and branding strategies for this upscale home furnishings and design business which just opened in North Scottsdale. **Owner Diane Maier** is a pioneer in the up and coming niche of 'green design' and, if we have anything to say about it, you'll see her on HGTV some time soon ....

**Front Street Commons** ... We have been hired by the developer of this innovative, multi-use residential and commercial development in downtown Harvard to develop a marketing plan that will reach out to potential buyers, investors and enterprising business owners.

## What We're Reading ...

[Learn More About Us ...](#)

[Online Portfolio](#)

[Economic Development](#)

[Public Relations](#)

[Corporate](#)

[Political](#)

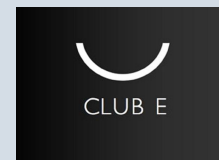
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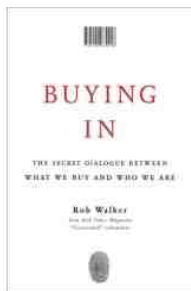
[Contact Us!](#)

## Our Related Ventures



## See Us On the Web!





**Buying In, by Rob Walker.** Just released, Walker's book underlines a marketing reality that I talk about in my *Get in the Big Game!* workshop: Creating, promoting and protecting a relevant, meaningful brand is more important than ever in a social networking-driven, viral marketplace. Why? Because in today's online marketplace, companies don't find customers, customers find companies. They search, and when they find, they share -- and their sharing makes them a very convincing salesperson on a company's behalf.

Walker looks at the concept of brand adoption and sharing as a 'conscious expression of a consumer's identity'. In other words, we are what we buy, he says, and vice versa. I'll agree with that, because it is a fundamental of strength-based branding (a concept that I cover in my own book). A strong brand is built on inherent, authentic strengths. That 'reason for being' will appeal to a segment of the market that is in search of that very same strength or promise. Very strong brands mirror their customers' needs and meet them. This is why you it is so critical for you to understand *who your customer is* and *what is important to them*. It's all about them, not you. Really.

[Read Walker's book](#) for its modern branding stories, its cultural commentary and some good insights on the realities of viral marketing. That's what the buzz will be about ...

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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.

**Lori J. Martinek**  
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Visit our website at [www.pplusonline.com](http://www.pplusonline.com)  
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