

TENANT TIPS

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If you think that having a website counts as a web marketing strategy, **THINK AGAIN**

It's easy to be fooled into thinking a website alone is enough. The truth is there are several best practices in online marketing that help make the most of your website efforts. A web presence is one of the most powerful communication tools. Don't let a stale site or lack of a comprehensive marketing mix work against you!

Led by Howard Friedman and Jon Bernstein, Creative Web Group is a full service web strategy and design firm that takes pride in applying their time-proven methodologies to uncover real potential selling opportunities by executing on appropriate web strategies and creating effective sales channels.

Today, a company's website is a key tool ~ one that when used correctly, should be the centerpiece for all marketing activities. Not only are such online efforts effective, website marketing has proven to be a better investment than traditional print advertising.

FAST FACTS:

According to Gartner research, web-marketing budgets saw a double-digit percentage increase last year and are expected to rise another 14.8 percent in 2014. The increases in web spending has undoubtedly in part, come from the cuts which 32% of marketers have made in 2014 to their magazine (both trade and consumer), newspaper, and yellow page advertising budgets.

IN SHORT ... WEB MARKETING WORKS!

An improved search engine ranking and cross-links with other websites targeting similar prospects are just two positive steps in the right direction. But why not ask an expert...

The Creative Web Group has been working with clients to generate revenue from their websites since 1998 with a holistic approach that includes website design (including Wordpress), online marketing and visitor tracking to accomplish their goals.

For more information or to schedule a consultation, contact Howard Friedman or Jon Bernstein at 856-486-1700 or visit www.creativewebgroup.net. Mention you're a tenant of The Bloom Organization and see what we can do for you!



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