

MARKETING MASTERY



About the author: Dom Yeadon, e-marketing consultant of 17 years, heads up digital marketing agency TMB in Poole and specialises in increasing revenues through improved marketing communications.

WHAT DID YOU DO 14 DAYS AGO?

Chances are, you did something worthy of telling customers and prospects about. So did you tell them all on your website?

Every day we are all working on and in our businesses, things are moving along and changing. It makes sense that this is reflected in your company website too. It needs to be kept up to date and the content needs to change. No-one wants their website to stagnate.

A website takes up a vast quantity of soul-searching to get it just right....then it's launched and you move on to other marketing strategies – right?

Now think about how your website is marketing you on a daily basis. When was the last time you reviewed its content? Have you ever visited another company's website and realised it was the same as before? How has this affected your view of that company? Not well I suspect.

Traditionally, website amends involved a dialogue with your webmaster and a fee! Things have moved on in the world of websites and it is now possible to have a website that you can manage in-house. Entirely editable without a webmaster in sight! If you blog as part of your marketing then this can be fed in too – fresh content from your blog populating your website. Blog once and benefit twice! Remember – it's important to keep your website fresh.

Let your web presence reflect what you did in the last 14 days. It has marketing value.

TMB is a digital marketing agency that specialises in business websites that will work for you.

Give us a call to discuss the customers you want to attract, and you can benefit from a website that will keep pace with your business and show what you do!



Scan using your smartphone to view our portfolio of websites

- Enewsletters
- Marketing extranets
- Mobile microsites
- QR code marketing

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Get fit for summer



Wave 105 has teamed up with Brightside Personal Training in Southampton to launch its first online personal training portal, Wave Fitness.

● www.wave105.com/fitness

Art online



The Fruitful Bough by Eileen Sey

'Websites are vital for artists,' says New Forest colourist Eileen Sey. 'Customers often tell me how they visited an exhibition, saw my work and liked it and then researched me on the internet, only to buy a painting a month later. I have sold a number of paintings through my harlequinart.co.uk site in this way. If I didn't have a website I would have missed these opportunities. Frankly, if you haven't got web presence, you're really missing a trick.'

Eileen belongs to Creativecoverage.co.uk, the membership organisation for professional artists and craftspeople. Its website is an integral part of the business with each member getting their own profile page.

Search engine optimisation ensures that each member's page appears high in internet searches. Already, one member, Dorset watercolourist Bryan Pickard, has chosen to use his Creative Coverage profile as his own website. Creative Coverage also provides a web design service.

Create websites that make people stop and pay attention

Wiley has announced the publication of CSS3 Foundations and HTML5 Foundations – the first two titles in its brand-new Treehouse series.

Following the introduction of new technologies in CSS3 and HTML5, these two books will teach readers how to create stunningly beautiful websites, giving them the knowledge and confidence to move beyond the constraints of prebuilt themes and simple site building tools.

CSS3 Foundations, by Ian Lunn, is aimed at those who already have some knowledge of HTML but are, in general, fairly new to web design and development, with very little previous experience of building custom websites. HTML 5 Foundations, by Matt West is intended for web designers and developers who are eager to begin building HTML5 websites.

CSS3 Foundations and HTML5 Foundations are available wherever books and e-books are sold.



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