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## **MARKETING + WEB TECHNOLOGY = SUCCESS YOU CAN MEASURE**

### **A NETCENTERED MARKETING PLAN GETS YOU RESULTS**

We've said it before, and we'll say it again. Because it's true: Old marketing media and methodologies are dying. The Internet's taking their place. And the whole field of marketing is being revolutionized in the process.

How, then, in this new age of electronic marketing, do you stay in the game? With a NetCentered Marketing plan.

NetCentered Marketing is a Web-driven strategy for tying all your marketing efforts together and enabling the most thorough, the most accurate assessment of their effectiveness. It's our brainchild, too, the culmination of years spent helping hundreds of companies put the Internet to best use in achieving their marketing goals. Other marketing strategies exist. But we believe—and our clients will attest—that our NetCentered Marketing approach offers an unbeatable combination of targeted outreach to ideal prospects and the ability to convert those prospects into customers with measurable results.

Here's the bottom line: With NetCentered Marketing you can reach more prospects and generate more business opportunities than most companies ever could with traditional media and marketing methods. And you can do it for a lot less than the cost of doing it "the old way."

The issue, you see, is no longer about how much money you spend to distribute your message. It's about the effort you spend to keep that message ever fresh and relevant. In doing so, you provide lasting value for your target audience and continually reinforce your position as an expert in your field.

Because the Web, like no other medium, puts a world of information right at people's fingertips.

## NetCentered Marketing: The New Marketing Paradigm

These days, for better or worse, your website is viewed as the central truth of who you are. Why? Because the Web, like no other medium, puts a world of information right at people's fingertips. A simple Google search often calls out several companies that could fulfill a potential customer's needs. Yours should be one of them; better yet, first among them.

Once prospects visit your site, they can see at a glance whether you do in fact have the products and services they need—not to mention the branding that fits their way of thinking and living. Best of all, they can research you as much as they want and evaluate their options without ever having to pick up the phone or leave their offices. No wonder the Web has become the preferred way for people to learn about companies.

Of course, if you seriously want to compete in today's marketplace, it's not enough just to have a website. You need a *great* website—and a comprehensive NetCentered Marketing plan. That's where we come in.

## NetCentered Marketing Components

A NetCentered Marketing strategy has three major components:

**1. Your Outreach/Traffic Drivers**—the various **media, both traditional and Web-based**, employed to reach your ideal prospects and drive them to your website. The Web, after all, is today's preferred marketing medium—preferred because, as we said earlier, it's extremely cost-effective and produces readily measurable results. We'll help you develop the right strategy for deploying key online tools—like search engines, social networks such as FaceBook, Twitter, and YouTube, and other online communities—to get your message in front of the right people. As for traditional media, the outreach strategy we'll help you shape may include print ads in newspapers and magazines, radio and TV spots, brochures and catalogs, data sheets, postal direct mail, press releases, and other public relations venues—whatever makes sense and can be tied back to the Web to enhance the reach and effectiveness of your business development efforts.

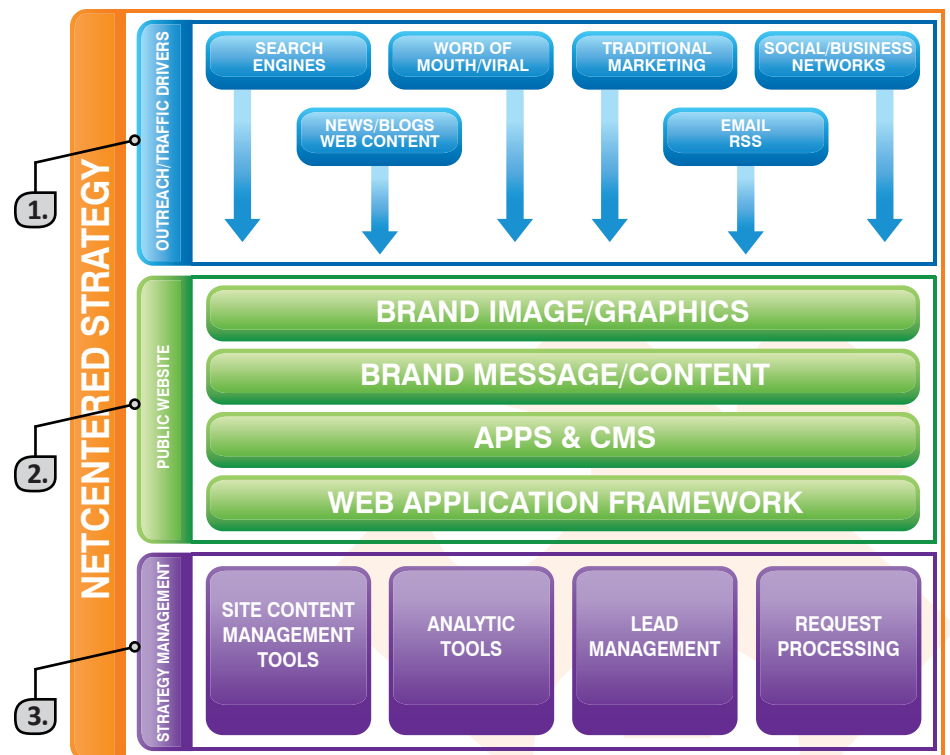
**2. Your Public Website**—the “face” you present to the world. First and foremost, it should be attractive. It should have a great overall design and powerful descriptive content that makes a good first—and lasting—impression. This is what helps you pass the credibility test with site visitors, quickly establishing you as someone who can meet a potential customer's needs and telling your story in a convincing, compelling, professional way. The old basic website that's just a collection of documents and static pages doesn't cut it anymore. Instead, modern websites are expected to play a key role in facilitating a company's business objectives. They create or reinforce a company's **brand image** with appealing, relevant **graphics**. They reinforce the **brand message** with **content** that speaks directly to the targeted audience. Then, they provide a content management system (**Apps & CMS**: the functional tools necessary to execute strategy) and a **Web Application Framework** (the software that, among other things, enables application building, manages site security, and powers site metrics) to tie everything together.

## NetCentered Marketing Components

1. Your Outreach/Traffic Drivers
2. Your Public Website
3. Your Strategy Management

These are the tools that make it easy for you and anyone you designate a site manager to enter, organize, and track the effectiveness of site content yourselves—without having to be Web experts. Rest assured, our business analysts, award-winning designers and writers, expert tech people, and search-engine optimization specialists will advise you on the what, why, and how of your website strategy. Whether you have a great website in place that simply needs tweaking or you need to build a new website from the ground up, we'll see to it that your site plays a key role in advancing your business success.

**3. Your Strategy Management** —the site **content management tools** that help you keep your site fresh and constantly search-engine friendly with unprecedented ease; the **analytic tools** that give you a clear and comprehensive picture of how well your site is performing; and the **lead management** and **request processing** tools that ensure the effective capture, routing, and follow-up tracking of every request from your website. These, in essence, are all the tools you need to manage an entire NetCentered Marketing business strategy. They let you apprehend all response information in one place, behind the scenes. There, you can view a complete picture of how effective each aspect of your marketing effort has been across multiple media. We'll make sure you have an effective strategy for using this technology. We'll also show you how to work with metrics tools that give you real-time feedback. This makes it possible for you to quickly change your delivery media or rework and hone your message, if necessary, to better suit your audience. It's all about measurable results. And what they let you do. That's the primary appeal of NetCentered Marketing. And it's what will give you the best possible return on your investment.



## A Peek at Our NetCentered Development Process and Goals

When you're ready to initiate a NetCentered Marketing plan, we'll first sit down with you in a kickoff meeting to work through a Profitability Opportunities Analysis (POA). This is a partnership effort between you and us whereby we review and analyze your products, your services, your current marketing outreach efforts, and your business objectives. Our goal is to see how well those elements align or can be brought into alignment. Then, using the data gleaned from the POA, we, Cirrus ABS, will draft a NetCentered Marketing plan that ...

- delineates your key demographic segments as well as the right message and the right medium with which to reach them
- offers recommendations for a website with ...
  - the right content architecture and underlying technology to support high search-engine visibility for the key words and phrases that define your business
  - Web-optimized content that can be disseminated readily to search engines and that taps into the power of social networks, the blogosphere, and other online content sources
  - easy, decentralized content management—via a communication platform that empowers various people within your organization to contribute their time and expertise
- allocates the technology to measure with unprecedented accuracy the effectiveness of every marketing dollar you spend, tracking the response to Web, phone, traditional mail, email, and walk-in-traffic outreach campaigns, then showing you the results in real time
- outlines an effective strategy—and the tools needed—to manage leads and other requests from your website, describing how you can ...
  - distribute those leads to your sales team for follow-up
  - automate various parts of the lead management process for greatest efficiency
  - give your company's top management an ongoing view of all sales opportunities as they progress through the pipeline

This is what a NetCentered Marketing plan enables. And we can help you create one that uniquely addresses your business needs.

***You need business solutions. We've got 'em.  
And we'll stick with you to help you continue using our NetCentered Marketing approach to your best competitive advantage.  
Call us: 260.420.2222, or visit us at [cirrusabs.com](http://cirrusabs.com).***

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### About Us

Cirrus ABS specializes in NetCentered business strategies—the kind of strategies that help companies leverage the Internet and Internet-based technologies to best achieve their business goals. We've been doing this since 1995, too, not long after the public debut of the Web. From our base in Fort Wayne, Indiana, we've worked with hundreds of diverse enterprises across the country. They range from Fortune 500 companies, such as Toyota and Intel, to numerous small- and medium-sized businesses, both local and regional. All have benefited from our expertise. Today we also have offices in Indianapolis, Atlanta, and Los Angeles, enabling us to extend our NetCentered business solutions to a broader clientele. Our services include, among other things, website creation, Web application and software development, search-engine optimization, marketing, new-business development, and business process innovation.

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