

M Monthly Marketing Morsels

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A BLOG PUBLISHED BY SKYLIMIT MARKETING, MYERSTOWN, PA



JACK CANTWELL BUSINESS PHILOSOPHY

1. Provide ongoing value for Clients
2. Equally important - Give back to the Community

COMMUNITY INVOLVEMENT

Lebanon Valley Chamber of Commerce

Member of the Military Affairs Committee

Winner of General Frank Smoker Beyond the Call Award
Ambassador of the Year

Community of Lebanon Association

Former Board Member (15 years)

Businessperson of the Year

Lester Leffler Community Service Award

Myerstown-Elco Rotary

Active Member, PR for Flags for Heroes

Mary Gate of Heaven Church, Myerstown

Lector, Cantor, Choir

Compeer of Lebanon County

PR volunteer

The Anne Fund

Sports Memorabilia Auction PR

Ithaca College

Former Board Member

Edgar "Dusty" Bredbenner Distinguished Alumni Award



Call Jack Cantwell at SkyLimit Marketing
717-269-0288 for a free consultation.
You can also email jack@skylimitmarketing.com
or visit www.skylimitmarketing.com

IS YOUR WEBSITE ALIVE AND WELL?



A current client project to review their website has inspired this month's Marketing Morsel.

An effective, interactive website is a combination of design friendliness and copy that involves the reader. One relates to the other to make the website effective.

Most websites exist to create sales, and are structured to be easy to understand and relatable to the visitor.

I spend time continually learning from marketing experts I admire like Philip Kotler, Peter Drucker, Seth Godin, and Donald Miller. Miller says of websites, *"It's all in the words."* Maybe as a writer, I am biased, but I like Miller's thinking.

When you write, be careful not to use a lot of *"insider"* language. The story you write should be an invitation to the reader to be involved.

Your header should be as brief as possible, and emphasize clarity instead of an attempt to be clever. Get to the point.

Explain as best you can...how your product or service can make the life of the reader better. Clearly tell them what they need to do to buy what you are selling. Here is where to call to action comes in.

Try to include testimonials in your website Well placed third party endorsements that are believable go a long way toward building your credibility and can help build sales.

Finally, measure your results. Do your best to find out the best keywords to use. Depend on SEO to reinforce your story and adjust your presentation as needed.