

# The Web is Now the Center Of Your Marketing

Jennifer Larsen Morrow, President  
Creative Company, Inc.



When I started in the marketing and design business more than 30 years ago, we worked with typewriters, rubber cement, X-acto knives and rapidograph pens. Our long and complicated process involved sending out for type, doing pasteups, using markers to indicate colors and proofing color keys.

But after all of that work, there was a sense of accomplishment when those beautiful brochures came off the press. We were done.

Today? You're never done. Because today your website must be the center of your marketing.

- It's the resource built around SEO so the right people can find you.
- It offers information so browsers can learn more about how to buy from you.
- It delivers an experience that reinforces your value.
- It captures leads with landing pages and inquiry forms.
- It provides ongoing support for current customers.
- And it's refreshed regularly to appeal to Google.

## Your website must be more than an online brochure.

Your website is a vital business asset that must be cultivated, cared for, updated, and tuned to what your target audiences are searching for. It must provide what people need to know to choose you.

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MANIFESTO: BRAND RESPONSIBLY

We will **integrate** our brand fully at each point of choice

creative company | BRAND OPTIMIZATION

FOCUS WHERE PEOPLE CHOOSE. FREE E-BOOK AT CREATIVECO.COM: 10 STEPS TO OPTIMIZE YOUR BRAND

Your website should be a magnet for business—whether your audience is a family who needs a new roof or a business shopping for a new piece of equipment.

## Why is your online presence so important?

We all know technology in the last few decades has created significant changes in business and communications. What people expect, how they search and how they buy has transformed with mobile access, faster internet and tons of information available online.

The new reality:

- According to Forrester Research: Although it varies greatly with product complexity and market maturity, today's buyers might be anywhere from two-thirds to 90% of the way through their journey before they reach out to the vendor.
- From the same Forrester report: Buyers of business products and services are online, in social channels, on YouTube, going to events, and evaluating options on their iPads and smartphones.
- From HubSpot: Inbound marketing [where your website is central] costs 61% less per lead than traditional, outbound marketing.
- Comscore: Google is the new yellow pages—By the end of 2012, nearly 70% of all online searches used Google.

It all comes down to: If someone is looking for what you offer, where are they looking? Online. And they could be on a smart phone, tablet, desktop or TV when they're searching.

If they find you what do they see? Does your website provide what they're looking for? Does it pass the "blink test"? Is it mobile friendly—easy to use on a smartphone or tablet?

I have to admit, there are days when I long for the skill of a professional typesetter and the simplicity of a typewriter. But I also relish keeping up with the new way of marketing.

My challenge to you—is your marketing program stuck in the '90s with brochures and sell sheets? Is your website just an online version of those old brochures? Or have you embraced the reality of building your brand online, where people are looking for what you have to offer? It's a brave new marketing world.

For information call 503-687-1308 or visit [www.creativeco.com](http://www.creativeco.com).