

## Are You Marketing on the Cutting Edge of Technology?

by Deborah Chaddock Brown

Here are two new methods of communicating your message:

**Would you like to get paid for talking?** Do

customers come to you for advice?

Ether, a new

voice-commerce application, enables the sale of services over the internet. Visit [www.ether.com](http://www.ether.com) to see just how easy it is for people to pay for your advice. Set up your free telephone number, set your rates and then let Ether handle the details. Your phone only rings on that number when customers have committed to paying your pre-determined fees.

"Ether's combination of phone advice plus the ability to charge for digital content opens up all kinds of possibilities for web users," said Michael Arrington, author of the TechCrunch blog. "By connecting people via calls or email and setting up a billing mechanism between the two parties, Ether's functionality is bringing something entirely new to the table."

**Television advertisements – too expensive? Not anymore.** Have you always wanted to advertise on television but didn't think you could afford to? Now Spot Runner offers an affordable alternative to expensive ad agencies. Visit [www.spotrunner.com](http://www.spotrunner.com) and view their on-line 30-second television commercial templates.

It's simple to use: just select your template, customize the ad with your logo and message and then plan your ad placement. Spot Runner takes care of all the details.

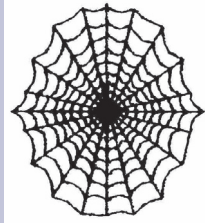
For more information on the latest trends in business, visit [www.bizinformers.com](http://www.bizinformers.com) a business blog searching out the latest news in marketing, finance, Human Resources, communication and more.

Need help communicating your business message? Call today!

**330-414-8792**

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## Are your target prospects finding you on the web?



Type "Search Engine Optimization" into the search field and you'll find over **3,700** web references to this phrase. A whole host of companies offering services that will "guarantee" your site better visibility on the world wide web.

Type "SEO," a well recognized abbreviation for the same service and you'll find almost **6 million** references!

Obviously, the first search allows companies the ability to appear more prevalently than the second.

What phrases do your customers type into the search engine field to find you? Which phrases will allow you to be more visible? Almost everyone is using the web to find what they need.

- Google & Yahoo represent nearly 80% of all internet searches
- Each month over 1 billion people use search engines

Is your website utilizing the right key words and phrases to allow prospects to find you? Are the key words used in the proper format, the correct number of times to allow the search engine "spiders" to read your site?

If you are interested in revising your web content to include the most profitable key words— call today. We can help!

## Where is Deborah speaking next?

July 25 "Guerilla Marketing"  
Uniontown, Ohio

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