



## Infusing Your Clients' Sen5es e-Update

### Are you profiting from the power of 360° marketing?

Businesses and associations each have their own unique way of operating. However, their marketing approach is similar. While planning, ask yourself these questions:



1. Do you have a great product or service?
2. Is your website up to date with persuasive messaging to your target audience(s)?
3. Have you developed an innovative marketing strategy that incorporates and supports all your touch points with your client?

Knowing what your key unique selling feature is, and over delivering to your clients is vital. And, your web presence is more valuable than you think.

Your website is the most common place your potential client will go to find out more information about you. But don't forget about the rest of the internet. Your web presence beyond your site is just as important. You understand your audience but what about their habits? This will help determine your overall digital strategy. **IF**

*Go Robust or Go Home:*  
**Tie together traditional + online marketing**  
By Sandra M. Hamway

Your marketing objectives should be closely linked to your annual business objectives and vision statement.

Get all your audiences' access points aligned. Yes, your potential clients will continue to telephone, email, or meet with you to learn more. The way you respond and the impression you leave will determine the next steps to winning that business.



Do you have what it takes? Today's marketplace is different than it was five years ago. Linking collateral, touch points, and marketing vehicles together can drive more business your way - leaving your competitors behind.

Need some expertise to help pull your marketing strategy together? Want to develop a winning strategy that will turn heads in your office and increase the bottom line? Contact us directly at 613-884-7714 or [Sen5es@InfuseFive.com](mailto:Sen5es@InfuseFive.com) to get started today. **IF**

### Quote of the Moment

"In a good-to-great transformation, people are not your most important asset. The *right* people are."

- Jim Collins, Good to Great

**IT'S GOOD TO GIVE - PASS IT ALONG...**

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May, 2008

Good day,

Have you gotten poked by a Facebook user yet? This is 'a social utility that connects you with the people around you.' I personally do not partake in this social phenomenon but many of my friends + other people I know do. It can apparently be an extremely useful tool to get reconnected to people you used to know. Some also use it as a personal journal of what they do + plan to do each day.

As a past company Privacy Officer I cringe at the idea of listing my personal contact info, birth date, personal hobbies and interests, and journal of where I can be found at any given time during the day. Info is archived in the virtual world. Will the younger generation really want photos + videos of their Saturday nite adventures accessible to future employers or family members? Probably not.

Companies are getting on the band wagon. They don't want to be left behind such emerging technologies. However, what is more important is *the way* that the technology is used.

*How will it be your tool?*

Cheers,  
Sandra

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