

MARKETSHARE THROUGH MINDSHARE

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The Impact Of At-A-Glance Thinking On Strategic Web Processes

You just...

- ...invested in a new or reengineered website*
- ...acknowledged the web experts that "content is king"*
- ...optimized your site so search engines could find it easily.*



Are you confident you've done everything to influence your visitors? If you haven't deployed AAG strategy, you're going to come up short. Ask yourself...

- 1** How hard will visitors have to work to distill my message and appreciate what my company stands for?
- 2** Have I sacrificed brand for website?
- 3** How impactful will my visitor's first impression be...before they even read a word? And how long will my site hold their attention with an actionable imprint?

Websites aren't normally ends unto themselves. Web pages are generally scanned not read...and AAG is a time-proven strategy that maximizes website impact. AAG treatment includes enabling the related but disparate elements to work together harmoniously. Or said bluntly, without AAG your web investments may well be compromised. It's not merely what the page says or looks like that is important... but what it manifests.



AAG's "ADVENT of Implied Value"

AAG is born of strategic marketing and incorporates website form and function for ultimate resonance. It includes **ADVENT, a gauge of Implied Value**...the sum total of a page's overall content.

PMG-Designed Anguilla Website Nets 41,000 Unique Visits

The island of Anguilla, one of the most beautiful pearls in all the Caribbean, sought to attract more tourism business in the midst of an up and down world economy. The challenge was how to effectively bring the island, its people, culture and unique attributes to targeted audiences throughout the world and to do so cost effectively, with maximum Return On Investment... [Read Full Case Study](#)



Absorbable: How well the unified messaging communicates, including copy, imagery, design and navigation.

Durable: The lasting impression, e.g. the implied value over time.

Visible: The visual appearance, home page through landing pages.

Enabling: How well visitors can use the messaging information.

Navigable: How easily users can maneuver for their desired ends.

Tangible: What the unified messaging actually conveys.

AAG treatment enables the related but disparate elements to work together harmoniously... so that all visitors get the clearest possible impression of:



- ✓ Who you are...and why you are
- ✓ What you do...and why you do it
- ✓ How well you do it
- ✓ What you are offering
- ✓ What you believe your brand differential is
- ✓ What sets you apart
- ✓ What actions visitors should take

Contemplating a new or reengineered website?

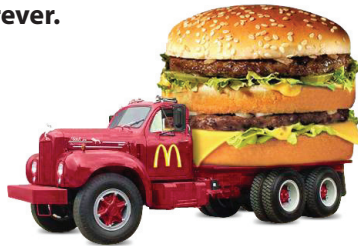
Don't sell your website short. Deploy AAG and make sure it adheres to ADVENT principles.

Back By Popular Demand...More Marketing Triviata

Our interesting facts section on products, services and branding is highly read. Here are 7 more questions to test your marketing savvy.

1. Big Macs haven't been around forever. They were first test-marketed in:

- a. 1938
- b. 1952
- c. 1967
- d. 1977



2. Mobil Oil was once called:

- a. Humble Oil
- b. Magnolia Petroleum Company
- c. Spindletop Oil Company
- d. Standard Oil



3. One of these name derivations is incorrect:

- a. SPAM is an acronym derived from "Spiced Ham"
- b. Cisco is derived from San Francisco
- c. Duane Reade is named after founder Duane R. Reade
- d. Wendy's is named after founder Dave Thomas' daughter



4. The world's largest maker of mobile phones is:

- a. Apple
- b. ATT
- c. Audiovox
- d. Nokia



What's in a PORTMANTEAU?

At least 2 names! A portmanteau is a combination of 2 or more words into a single word. Some famous examples are:

- Amtrak:** America & Track
- Brunch:** Breakfast & Lunch
- Camcorder:** Camera & Recorder
- Ginormous:** Giant & Enormous
- Modem:** Modulate & Demodulate
- Motel:** Motor & Hotel
- Palimony:** Partner & Alimony
- Pixel:** Picture & Element
- Spork:** Spoon & Fork
- Telethon:** Telephone & Marathon



5. A recent study indicates that the most paid-attention-to advertising medium is:

- a. Movie cinema
- b. Newspapers
- c. Websites
- d. TV



Harvest Houses is a wonderful family style residence for well-elders with locations in Syosset, Floral Park and Lake Grove. Harvest Houses has been called "the only successful long-term model of shared housing in New York State." If you know someone who is looking for a family environment with meals and many amenities, call (516) 496-9796. Or [click here](#) for more information.

6. A recent poll voted this company the "Most Trusted Brand":

- a. Bayer aspirin
- b. Hellmann's mayonnaise
- c. Amazon.com
- d. Microsoft



7. True or False?

Pepsi was named for the digestive enzyme pepsin?

Strategic marketing can make a difference in your business.

Call us at (631) 756-7160 to discuss which strategies will work best for your organization.



Email PMG at news@pmgstrategic.com for a complimentary copy of the PMG Bottom Line Branding and Positioning Booklet.

▶ **Jamie Stanco**, President and founder of Progressive Marketing Group, Inc., is a recognized authority on strategic marketing and branding.

▶ The ballerina linebacker symbolizes Progressive Marketing Group, Inc. We pride ourselves on our ability to provide strategic marketing services with the creative finesse of a ballerina and the tactical marketing power of a linebacker.

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ANSWER KEY

1) c, 2) b, 3) c, 4) d, 5) a, 6) c, 7) True