

Star Global Newsletter August 2008

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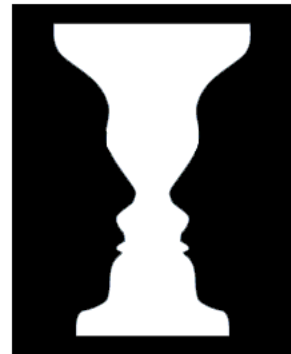
Greetings,

Star Global created this monthly e-mail newsletter, filled with information about web based tools and technology to help optimize and empower your business online.

This newsletter issue discusses:

Electronic Media and Perceptions: The Evolution of a Small Company

READ ON AND LEARN WITH US!



Electronic Media and Perceptions: The Evolution of a Small Company

I was reading an article by the [Children's Writing Resource Center](#) today. They evaluate publishing efforts that incorporate blogs, messaging, games, and other online activities alongside physical books.

As a child, I was a voracious book reader. Now, I'm a voracious online reader.

I agree with the article. I believe ours and future generations are online savvy.

Generation *right now* makes most of their buying decisions based on how your company or product is **perceived** online.

Making yourself available to the online community is the first step.



People are talking more than ever, linking together in a global conversation.

Thanks to the web, markets are becoming better informed, smarter, and more demanding.

By the nature of technology, our population is well versed at monitoring several points of media in a short period of time to make smarter buying decisions.

In a half hour period, I am able to scan the [Trip Advisor](#) for testimonials about London hotels, [log onto my friends' blog](#) (and watch a great video clip of Lucille Ball), review a consumer report, buy [organic green tea from Japan](#), and shop for cod liver oil capsules and other vitamins at [Lifetime Health](#).

Today, consumers easily **search online** for anything and everything; from researching the ingredients found in the best green tea to reading reviews by fellow travellers before booking a hotel room.

So what are people doing with all this information?

They are making buying decisions. They are making decisions based on perceptions fed through the world wide web, and uncovering information that could lead to a change in course.

Most companies need to belong to a community to survive. There's a ginormous community building online, and you don't want to miss out!



Use your [website](#) to show customers your track record for past projects.

Communicate to your contact list through an [e-newsletter](#) and let clients know about upcoming sales or events.

Follow up by linking to news stories or press releases on your [blog](#) and educate your clients by posting the latest industry tips. Link all three points of media together, and keep connecting with your clients.

By providing an opportunity to educate and inform, you're helping to manage your clients' experience.

Any small company can engage in marketing, public

relations, and sales efforts to manage perceptions and evolve this through electronic media, without being a large corporation like Amazon.ca.

Don't think you can afford to invest in online marketing?

You probably can't afford not too. Traditional print based marketing through mail and advertising is costly, both out of pocket and to the environment.

Plus, with electronic media, you can track your website, blog and e-newsletter readership through tracking and statistics! How great is that!?

Here are a few ways you can manage and control the way your company is perceived through electronic transmissions and media:

Website

Let people know what you do, and how you can help them.

Blog

Share your best tips and advice, get them to come back again and again, with fresh information.

Email Newsletter

Play with the big boys. Instead of spending \$2000 a month on a print based newsletter - educate your clients for a fraction of the cost.

Forum

Get a conversation started, accept feedback from your public to help improve services.

Facebook

Connect with a larger community who may have a keen interest in your product or service.

Youtube

Great place to post promotional videos and link back to your website.

Search Engine Optimization

Be found by people who want your service, but who don't know your company name.

Alternatively, you can run and hide to avoid electronic media at all costs. Sometimes making it hard for your customers to find you is well worth the wait.



Star Global has served over 600 clients for more than 11 years and has proven itself as a skilled and stable technology partner, with a goal to exceed our clients' expectations. Star Global specializes in developing and restructuring web sites for businesses.

Please give us a call if you need any help interpreting your web needs.

Sincerely,

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