

## Test Message - Marketing Tips - What's Working Vol. 10.4

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Volume 10 Issue 4

*Advice for Web Marketing***Reputation Monitoring: Your Online Presence**

Have you checked what is written about you on the Internet recently? Go ahead – type your name in a search engine.

Reputation monitoring is a must as part of your marketing plan.

... [Read More](#)

*Advice for Print Marketing***Business Cards: Tried and True Business Tool**

With all the new ways to market your business, there is one traditional method that still has a place in your marketing plan. Your business card! While only 3 ½ x 2 inches, these small convenient cards hold the most important information about your business: Your contact information.

... [Read More](#)

*Local Events***Upcoming Events Presented by the New Jersey Chamber of Commerce**

August 5, 2010 from 8:30 - 10:30 AM

**Marketing as an Engine of Growth – Executive Workshop**

*PNC Regional Headquarters – Woodland Park, NJ*

[Click here](#) for more information

August 18, 2010 - 2:00 - 4:15 PM

**Health Care Reform Seminar: "It's here, now what do I do?"**

*216 West State St., Trenton, NJ*

September 9, 2010 - 2:00 - 4:00 PM

**Milton J. Paris Business Development, Sales & Marketing Consultant/Coach: Keep Your Business Thriving During These Challenging Times by Positive Thinking**

*216 West State St., Trenton, NJ*

For more information or to register for any of these events contact: Ken Evans at [ken@njchamber.com](mailto:ken@njchamber.com) or (609) 393-1766.

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**Quick Tip**

*Be self sufficient*

Your Website is up and running – Great! Now what? One of the best things you can do – to help your SEO and keep costs down – is practice self-sufficiency. Easy ideas are research and get listed on appropriate directories, use your WebSwagger client admin section to update or add content, and read and post information on blogs about your industry.

**Did you know?**

We can work with you as an outsource partner to support your efforts with:

- Web sites
- Web marketing / SEO
- Graphic Design
- Copywriting
- Marketing Coordination
- Social Media
- Publicity
- Production/Fulfillment

*We welcome the opportunity to provide you with a cost quotation on your next project ... [Visit Our Online Shop for Services](#)*

InGroup / WebSwagger is an extension of your marketing team: supporting your Web and print efforts with high-quality, low-cost solutions.



WebSwagger.com is managed by InGroup, Inc. — a full-service creative agency providing innovative marketing and communications services since 1995.

● (888) 772-6400

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