



Internet Marketing for Small and Mid-Sized Businesses

The Building Blocks

NJAL employed a very traditional marketing and advertising methodology – the phone book. When Shepard began talking to Allen Thomas, the company was spending about \$1500 - \$2000 a month on phone book advertising. The real problem here was they had no way of knowing whether these dollars were being spent effectively.

“I didn’t have very high expectations initially,” said Thomas. “When it came to Internet marketing, I had never taken the time to really understand it, but I was willing to try it. In just six months, we were seeing real results, and I was very impressed with Shepard’s expertise and approach.”

To get NJAL started, Shepard began with some very basic SEO tactics as a test. After seeing the results, the team at NJAL couldn’t get enough of the new approach.

Building on the initial success, Shepard also put together a very targeted Pay Per Click (PPC) advertising model that was based on city by city, county by county advertising. Because NJAL has a very specific geographic target, this technique worked very well.

The increase in Web traffic (qualified leads) was just the beginning – next is where Shepard’s expertise in business consulting and using the Internet for lead generation and conversions came into play. He looked at the entire sales process:

- The phone system – how were calls routed? How did the navigation work?
- Was it easy to place an order?
- We’re the order receipts being sent to the customer branded?
- Was it easy for the customer to get information?
- How did the email system work?

As a result, parts of the phone system were re-routed to make placing an order a priority. Shepard also began the process of setting up an e-commerce aspect to the Web site, so that residential customers could place orders online. Now NJAL was well-positioned to take Internet marketing to the next level.

“We are busier than ever with our residential program and have realized greater market share over the past few months. We are anticipating considerable year over year sales growth this spring. This has proven so effective we are planning on continued investment in this method of marketing.”
A. Thomas – Owner NJAL

Allen Thomas has seen significant increases in the number of new clients and revenue that NJAL would not have captured without the new approach to marketing.



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Next Steps

With 6-12 months of Website data, SEO, and PPC advertising history working in the background, NJAL is experiencing measurable increases in sales. "Not only are we on top of the search results," said Thomas, "but we are getting new business opportunities from people finding us on the internet. We're now expanding into social media like Facebook and LinkedIn. We're very interested in connecting with people on a personal basis over the Internet using these social media platforms - that's how people do business today."

Venturing into social media means that a company's marketers need to have their arms around the company brand. What does the brand stand for? How is it recognizable? How do you reconcile your appeal to both the consumer and professional client? Location Traffic stresses to clients, that the importance of Social signals is increasingly influencing SEO, and that the conversation requires a thoughtful content strategy, that unfolds over time based on a defined sales cycle.

Shepard took care to address initial brand issues in the re-work of the site. In addition, he has consulted with NJAL regarding improving the conversion of leads generated from the Internet marketing. Operational touch points NJAL has with the customer were addressed to improve their sales process; areas such as, making sure that the phone system navigation was simplified for callers wanting to place orders, and that the outbound email system reflected the companies brand. Other branding tactics for the future will include email marketing, use of video and integrated social media.

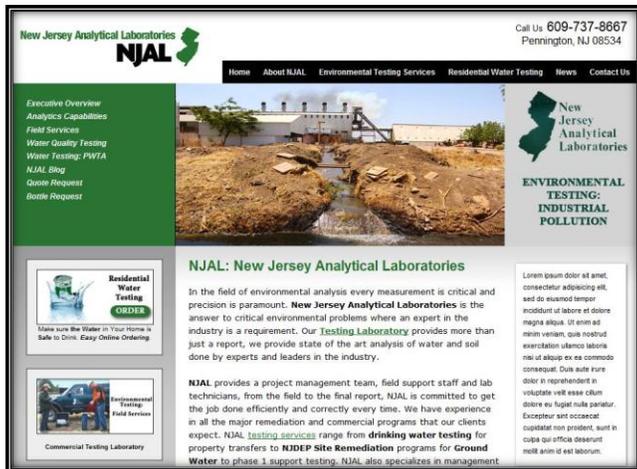
Shepard Morrow specializes in using Internet Marketing for Lead generation and Conversions, and in creating an Internet Brand for Businesses. Of course, these activities take time, especially social media. "I can help clients understand how the Internet works, and then show them how to build better business and sales processes based on what their customers really want," said Morrow. "I do this on a much customized basis, tailoring the methods to align with the company's brand and the customer profile."

With NJAL, the company has begun a sales and marketing transformation, using the Internet to not only get more qualified leads and increased sales, but also to become a better and more customer-centric company.



www.LocationTraffic.com

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About NJAL

New Jersey Analytical Laboratories, LLC (NJAL) is an independent environmental testing lab whose mission is to provide complete analytical services to its clients. Founded in 1999 and located in Pennington, NJ, NJAL is a recognized leader in a highly competitive industry. NJAL has provided defensible, timely and viable data to residential and commercial clients for more than a decade.

Allen F. Thomas, partner-president of NJAL, has been a leader in the environmental analytical community for more than 25 years. Learn more about NJAL at www.njal.com.



About Location Traffic

Location Traffic is a New Jersey based Internet marketing and business consulting company. Shepard Morrow heads up Location Traffic. After 18 years in the Internet space, he has a unique and "out of the box" view on Internet Marketing, audience aggregation, business strategy, and working with owner operators to build profitable businesses. As a consultant Shepard specializes in marketing solutions that utilize the internet to realign a

company's sales process to customer needs.

Shepard Morrow can develop an Internet strategy for your business that gradually clarifies a business strategy, who your competitors are, and enables you to have more time to work on your business, not in your business.

Learn more about Location Traffic at www.locationtraffic.com. Call 609-737-8667.

"Most business situations have some similarities, most owner perspectives are unique." - Shepard Morrow