

# Steele Marketing Concepts

## Web-Based Marketing Services



**Steele Marketing Concepts** brings a unique combination of marketing experience and knowledge of today's leading marketing techniques to promote and grow their client's market exposure and direct customer contact. Working closely with small and mid-size businesses, Steele Marketing Concepts provides marketing support for firms that do not have the resources for full time marketing staffs.

### **Web-Based Marketing Tools Connect With Today's Buyers**

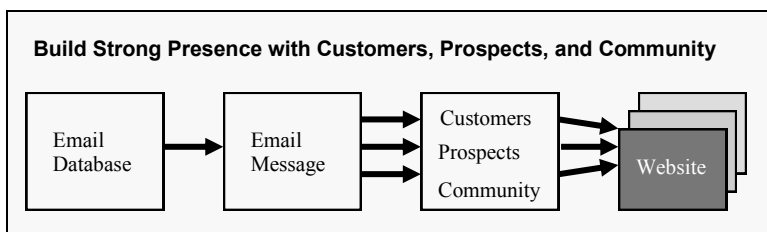
Traditional marketing and advertising approaches continue to lose effectiveness as more and more consumers obtain their buying information from internet sources. At Steele Marketing Concepts (SMC) we combine broad marketing experience and knowledge with today's evolving web-based marketing tools to grow our client's market presence and sales. In today's competitive selling environment, where 80% of the U.S. users search the internet before buying, it is imperative that your online presence meets your customer's information needs.

### **Coordinated e-Marketing Plans Lead To Success**

Steele Marketing Concepts works closely with **Small and Mid-Size** business owners and senior managers to define and implement web-based marketing programs that support a company's overall marketing plan.

By utilizing web-based marketing solutions as part of an overall marketing game plan, SMC will broaden your reach and more effectively utilize your marketing budget.

Along with helping to develop the overall strategy, SMC will coordinate email marketing campaigns; maintain email databases; create web, e-newsletter, and email content; and work closely with web designers to improve your website.



### **A Proven Track Record of Implementing e-Marketing Programs**

#### **Marketing strategy development incorporating web-based marketing tools**

Define web-based marketing strategies and implementation plan as part of overall marketing plan.

#### **Email Marketing/Database Development**

Create permission-based email marketing programs and email databases to increase website traffic and maintain high levels of visibility with customers and prospects.

#### **Website Content Development/Website Redesign**

Assess website content against marketing objectives. Create new content and work with web designers to enhance the customer experience when visiting your web site.

#### **Electronic media/E-newsletters**

Create and distribute electronic media content including e-newsletters, press releases, and promotional emails.

#### **Web Marketing Tools/SEM/SEO**

Provide guidance and recommendations for utilizing Search Engine Marketing (SEM) and Search Engine Optimization (SEO) tools.

### **Innovative Marketing Leader**

**Phil Steele, SMC President,**

has worked on a world-wide basis for some of the world's largest corporations, as well as with start-up businesses, in various marketing and sales roles. He has held positions as Vice President of Marketing and Business Development, Director of Strategic Sales, Marketing Manager, Sales Manager, Field Sales Engineer and Marketing Communications specialist.



**Phil Steele**

In each of these roles Steele has brought an insightful, intelligent and innovative perspective that has led to the development of new products, services and marketing practices.

Steele's extensive marketing background allows him to bring a rare mix of marketing understanding coupled with how to use web-based marketing tools to reach your target audience.

Steele has been an innovator in the area of website – email marketing finding cost effective approaches to reach targeted market segments.

Steele Marketing Concepts can increase your market exposure, maintain viable on-going contact with your customers, and utilize today's marketing techniques and technology to grow your business.

### **Steele Marketing Concepts Web-Based Marketing Services**

To learn more how Steele Marketing Concepts can make an immediate impact on your business contact Phil Steele at [phil@steemarketingconcepts.com](mailto:phil@steemarketingconcepts.com) or call 765-427-4735.