

## E2Marketing – Small Business Engagement in a Nutshell

### Our Elevator Pitch

*“Do you know how complicated it is for a small company to develop and maintain an online marketing presence without becoming overwhelmed by the cost and complexity? **What we do** is build online Marketing Machines that allow our customers to take control of their online marketing and achieve their marketing goals. **The benefit is** that they can more effectively reach their target audience, generate more leads and convert more sales all while building brand loyalty.”*

### What’s a Marketing Machine?

A Marketing Machine a set of tools and work-flows designed to automate many of the complex marketing processes needed to effectively **promote your non-profit group, event, company, product or service.**

### Typically, a Marketing Machine has several components:

- A simple, well structured website, with some or all of these tools:
  - A call to action
  - Blog
  - Gallery
  - Event Calendar
  - Contact Form
  - List building tools
  - Lead generation tools
  - Social sharing options
  - Social media integration
  - SEO management
- Newsletter
- Google Analytics

These components cover the basics of **Inbound Marketing, Customer Outreach and Response Measurement.** Additional components may include **eCommerce, Membership platform, Event management, Ticketing and Sponsorship.**

*Ask about building a Marketing Machine for your business [steve@e2marketing.cc](mailto:steve@e2marketing.cc)*