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TIPS FOR SUCCESS

**Is Your Marketing Strategy Reactive or Proactive?**



A colleague once told me that her company relies exclusively on referrals for new business. I silently wondered how she passes the time while waiting for the phone to ring.

Customer referrals can't be beat. They are a solid pipeline to new customers. However, relying on referrals is a reactionary marketing strategy. Great marketing is proactive. It is always in search of a new customer through action in the market. By having a proactive marketing strategy, you're not relying on someone else to reach out to you; you've already reached out to them!

Proactive marketing generates top of mind awareness and puts you in front of an audience that might not know you exist. Use it to your advantage and you'll never have to wait for the phone to ring.



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**The Secret to Marketing Success**



Weight, money, relationships—seems like everyone is looking for the secret to success in all of these aspects of our lives. But what about marketing? What is the secret to marketing success?

With marketing there is no "one" secret. There are many different paths to success. Just like there's no one diet that works for everyone, one size in marketing does not fit all. Instead, it's a good targeted marketing mix that creates success for a product or service.

There really is no secret. When it comes to marketing, a custom, tailored marketing program is the answer you've been looking for.



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**5 Important Rules for Internet Marketing Success**

The professionals in any industry who have seen it all, the ones who know that everything comes and goes in and out of style eventually, have a habit of saying that "the more things change, the more they stay the same." I certainly think there is some truth to that especially with online marketing. That's because, even though tactics, tools, and ideas shift from one year to the next, some are enduring.



To see what I mean, and learn how you can use it to grow your own business, here are five tried-and-true rules for Internet marketing success that still apply:

**1. Your website is the starting point for everything.** Without a great website, you really don't have a workable online marketing plan, just a set of things to try. That's because your site is the hub that supports everything else, including your search engine optimization and social media campaigns. Concentrate on building a great, useful, and informative site first, because everything else follows.

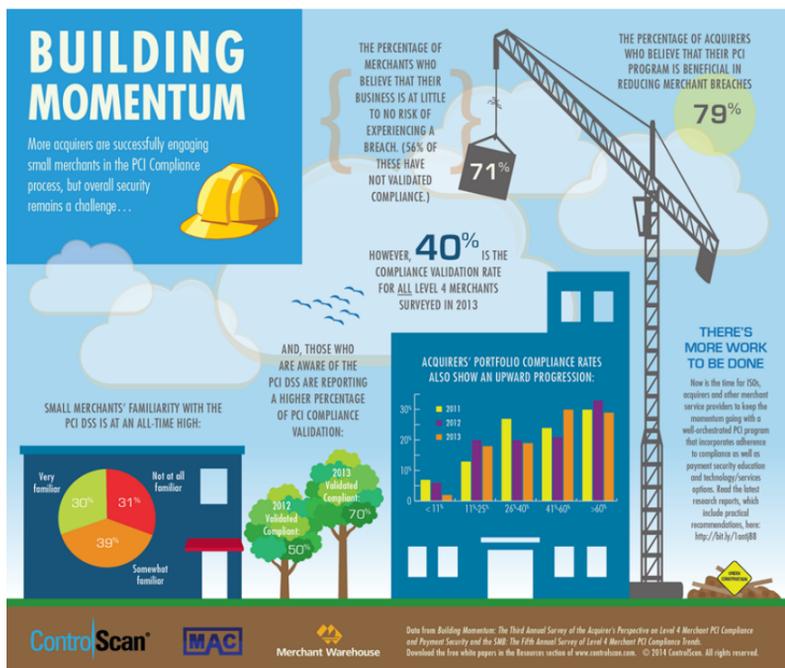
**2. It's about your best customers, not the rest of your customers.** Since more and more websites, blogs, and other Internet destinations are being launched all the time, it's important to your success that you be able to focus....

*continued....* [5 Important Rules for Marketing Success](#)



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**Building Momentum Info-Graphic for ControlScan**



Bull's-Eye just completed an info-graphic for ControlScan: Building Momentum. ControlScan provides payment-card industry (PCI) compliance and security solutions for small- and mid-sized merchants, and the businesses that serve them.

The info-graphic illustrates that more acquirers are successfully engaging small merchants in the PCI Compliance process, but overall security remains a challenge. This is timely information in the wake of the recent payment information security breaches with several major retailers. More work needs to be done.



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**Madison-Henry Firm Capability Brochure**



The Madison-Henry Group, engaged Bull's-Eye to design and develop their firms capabilities brochure. Madison-Henry is a global management and technology consulting firm that helps organizations apply Agile methods and practices and offers Scrum training and certification.

The client was looking to create an informational piece to reach prospects and decision makers and inform them about their Agile:

Readiness, Training, and Consulting, and recruiting and staffing services. An Agility Framework graphic was also developed to educate and guide them through the steps of successful deployment.

The solution that Bull's-Eye designed is a clean, modern aesthetic that speaks to their target market. A relay race theme was utilized to emphasize the collaborative core of successful software development. The brochure has detailed information on the framework as well as reinforces the Madison-Henry brand as best-in-class for Agile and Scrum training.



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