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IN THE NEWS

**Do Facebook "Likes" Matter?**



Facebook Fan Pages Have Little Impact on Brands...

The truth comes out! "Most Facebook fan pages are having little impact on influencing consumer shopping habits." a study conducted by U.K., Canadian Custom Solutions finds. [Click Here to Go to the Article](#)



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**Happy Holidays and New Years!**



Our entire organization joins in sending Holiday Greetings with every good wish for the New Year. In this most magical of seasons, may you find peace, love and much happiness!

**Bull's-Eye Gives Back to the Community**



Greg McRae from Crossroads Community Ministries takes possession of cases of Hostess bakery goodies from Bull's-Eye Principal Partner Patrick Carlson. Bull's-Eye generously donated cases of dessert snacks to Clyde's Kitchen. The center provides meals six days a week to homeless Atlanta men, women and children.



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**Marketing New Year's Resolutions**



Soon it will be a new year. Time to list out those New Year's resolutions. Sure, you've thought about the personal goals you'd like to achieve, but how about the professional ones?

The first of the year is a great time to dust off those marketing projects that have been sitting idly on the shelf. Start by listing the top 5 goals you can realistically accomplish within the year. Then prioritize them based on importance and their potential to impact the bottom line. Finally, if your internal resources are overextended, seek external service providers to complete the tasks.

Before long you'll find those marketing New Year's resolutions over and done and you can move on to more important things, like making it to the gym.



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**12 Internet Marketing Details That Get You Off the Sofa and In the Game**



When it comes to Internet marketing, most business owners and executives are like casual sports fans: They understand key concepts, and even most of the important rules, but care little for the day-to-day details that actually mean the difference between success and victory. Instead of dealing with endless stats and analysis, they just want to sit back and enjoy the show.

That's understandable, given that most business people have other things to devote their attention to, and it's the ultimate success or failure (measured by profitability) of campaigns that actually matters. Still, you don't want to focus so much on the "big picture" that you lose sight of the things that actually matter most to customers.

Here are a dozen Internet marketing details you can't afford to overlook:

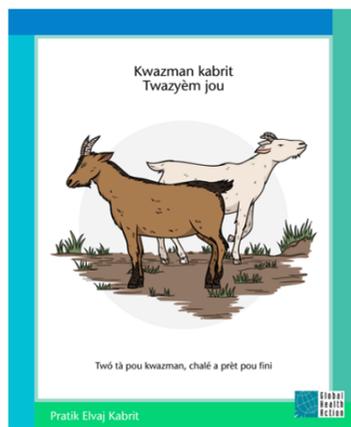
**1. The layout and color scheme on your business website.** Our first impressions of a website are always visual, and it's important that the look and feel of your site reflect your company's branding and identity.

**2. Your website's navigation structure.** The more confusing your site structure is, the more likely customers are to click over to a competitor's pages to find information or products they're looking for.

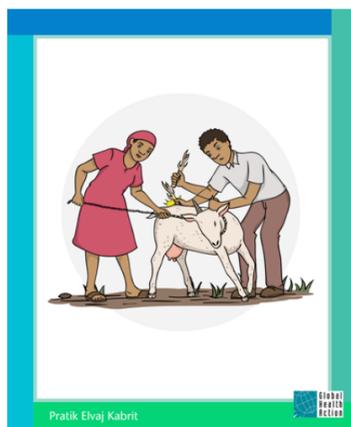
*continued....* [12 Internet Marketing Details](#)



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*Illustrates the importance of monitoring the breeding cycles of the herd.*



*Illustrates the value of treating the animals well and keeping them in good condition.*

**Global Health Action Goat Husbandry Teaching Posters**

Bull's-Eye completed the design and development of a series of educational posters for Global Health Action. The nonprofit organization improves the health and well-being of individuals and communities in under-served parts of the world through community-based health programs.

The posters are visual learning aids for a program in goat husbandry in Haiti. The program improves household incomes by providing knowledge and building skills in goat care and breeding. This extra income enables farmers to purchase food to feed their families, buy medicines, send their children to school and repair their homes.

The client was thrilled with the results and stated: "Everything looks great! We're starting to get really excited about the idea of our staff in Haiti using the posters for the first time to teach a class!" [\(Click the thumbnails to go to a PDF containing larger images of four posters.\)](#) [www.globalhealthaction.org](http://www.globalhealthaction.org)



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**Crossroads Community Ministries Brochure**



New client Crossroads Community Ministries engaged Bull's-Eye to assist with the design and development of an updated services brochure. Crossroads is a nonprofit that assists and aids Atlanta's homeless men, women and children in getting back to work and transitioning their lives.

The client was looking to directly reach volunteers and benefactors, informing them of the many valuable services they offer to the community. Crossroads offers meals, mail box, housing referral, disability assistance and identification support. The solution that Bull's-Eye designed is a clean, bright and modern design. The new brochure has detailed information on the services offered and reinforces the value in assisting this

segment of our community.

Stan Dawson, Director of Crossroads states: "What a pleasure working with Bull's-Eye. Your talents were a real gift to Crossroads. It is easy to see why we were recommended to Bull's-Eye. I will certainly recommend you to others I interact with." [\(Click the thumbnail to go to a PDF of the brochure.\)](#) [www.crossroadsatlanta.org](http://www.crossroadsatlanta.org)



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