



Expert Corner

Customer service is a term that is thrown around a lot in business, often in conjunction with a variety of adjectives for the purpose of marketing a company. It's no secret that we're not long for the business world if we can't manage to effectively service our customers; but it still means something different to every business – based on what we believe to be the value we bring to the table. So we thought we'd tell you a little bit about what customer service means to us at ThinkBIG...

- Doing right. We always do right by our customers. Selling them programs that will make us more money but ultimately won't be effective for them is not what we're about. We are straight talkers and will tell you with complete honesty what will work and what will be your most cost-effective investment. We're in it for the long haul - looking to develop relationships that last; that can't happen if you don't trust that we will always do the right thing for you.
- Putting in the man hours. ThinkBIG puts in the time necessary to get our customers ranked. We have put together a team of experts – pioneering, big thinkers – to make sure our customers have unparalleled expertise behind their campaign.
- Availability. When you can pick up the phone and talk to the owners of the company you know you are dealing with a company that stands behind its product. Ownership for customer service extends through our ranks; our entire team is available to you at all times.

Online Market Viable Despite Economy

This is always an interesting time in business. The arc of business tends to follow the arc of the seasons and there often tends to be a slowdown in movement – and subsequent revenue – during the slower months of winter. Then, as spring pokes its head around the corner, the ears of the business community perk up as well and things began to move along again, with the renewed energy of the season.

Of course, this particular year has had the economy as its constant companion and any trend is seen through the kaleidoscope of the economic climate. Spending on advertising and marketing continues to be a difficult sell for businesses that are gun shy and unsure of how much benefit their investment can deliver them if their message is falling on deaf ears (i.e. a target audience that has closed the doors on discretionary spending).

Online marketing, however, continues to thrive despite the economy and it's not difficult to see why when you examine the return on investment provided by this avenue of marketing. Why the resiliency in the online market?

For one, consumers are spending their money deliberately; in other words they are considering all of the options, comparing prices, and essentially ensuring that they are getting the best deal for their money. And where is browsing done best? Online - where consumers have the ability to visit websites, learn about products, read a company's "pitch," see their products, and weigh their options.

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So what happens when a business has failed to take the steps necessary to ensure that they are found by their audience? They miss the boat. And we don't have the luxury to miss even one boat in this economy.

With traditional businesses closing, online businesses have taken their place. Website owners realize where their market lies and that's where they are turning their attention. But competition, as a result, is tough. Without consistent multilayered online marketing, websites are facing an uphill battle.

ThinkBIG remains at the forefront of helping businesses harness the power at their disposal. The Internet is a powerful engine for doing business and an equally powerful engine for marketing. But like being at the controls of a jet plane without the know-how to fly it, trying to drive online marketing without holding the reins can prove fruitless. ThinkBIG continues to be recognized for its expertise in helping clients navigate online marketing with prowess.

Our experience means something. It means that we believe in a hands-on approach to online marketing because things can change on a dime and no software in the world is going to manage that alone. It means that the best results come from innovative ideas. And it means that you are working with a respected leader in the online marketing arena.

To learn more about ThinkBIG [CLICK HERE](#)

Record Quarter...

ThinkBIG is proud to announce a record 1st quarter in 2009! Why are we so proud? Because it means that our reputation precedes us in the world of online marketing. Our customers see results and people are talking.

It also means that businesses are getting it. They understand that in order to be competitive they need to have a strong, effective online presence. And in order to support that presence they turn to us because we have the ability to get them results.

The industry has noticed as well, as this month ThinkBIG has moved from the 11th position to **10th Best Organic SEO** firm in the world as determined by Topseos. We are now recognized as being among the **Top 10, Best SEO and PPC** companies in the world.

Good to Know...

An Apple a Day... Still want proof that the Internet continues to boom despite the economy? Apple reported \$8.16 billion in revenue for their second fiscal quarter – up from \$7.5 billion last year – with over two million Macs sold.

Link Quality... Linking gets rankings. But don't forget that not all links are the same. Quality links are what get results, meaning links from relevant sites that are themselves highly ranked. Strategic linking can be a huge part of an effective optimization campaign.

For more information about ThinkBIG's organic SEO services [CLICK HERE](#)



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