



# eMarketing Insights

Loop's Monthly Guide Summarizing Everything An Internet Marketer Should Know About Online Communications Development And Solutions.



## Drive-Thru: Online Marketing Essentials Seminar 2008

A breakfast meeting, designed as a "get in, get out" mini-seminar on what every marketer and communications manager should know. We will talk about the tools and tactics currently in use, and their performance for online marketing and communications. [More ▶](#)



See last year's event video... [More ▶](#)

### Drive-Thru: Online Marketing Essentials Breakfast

A breakfast meeting, designed as a "get in, get out" mini-seminar on what every online marketing and communications manager should know.

We will talk about the tools and tactics currently in use, and their performance for online marketing and communications.

#### Topics:

▶ **Search Engine Optimization:** What are the 3 things you should do to make sure your website is found by search engines. The top 5 SEO myths and how to avoid them.



Video Drive-Thru 2007

#### Drive-Thru 2007 Results

3. How would you rate the seminar on a scale of 1-5 (1 being excellent)?  
Localised: 42%

▶ **Mobile Marketing:** The do's and don'ts of mobile. How to use and integrate the mobile channel. How to design a successful (SMS) text campaign.

▶ **Video:** How to best use video? What does it cost to produce? What kind of results tracking can I

## Search Engine Optimization

### How to Make Your Website Search Engine Friendly

Google engineer Matt Cutts, who's quite popular with the techies, offered some simple yet great advice on how to make your website easier to find by your prospective customers. Here's a quick summary of what he says to USA Today in his interview: [More ▶](#)



### There's A New Search Engine In Town: Cuil Review

Cuil pronounced "cool" (use a heavy Irish accent) is the creation of ex-Google brain Anna Patterson who said to [CNN](#) that her new search engine offers "better ways to search".

[More ▶](#)

## Email Marketing

## The Power of the “Oops, We Made A Mistake” Email

On her July 7th article “Top E-mail Tips to Drive Response”, [Jeanniey Mullen](#) from The ClickZ Network shares some tips about driving email response. She mentions that forms (search, first name, telephone, etc.) and rich media (Flash, animated .gif’s) work well in terms of getting action (clicks or completions), but forms and animated graphics may be blocked by some email clients. [More ▶](#)



As always, we are here to help. If you are interested in enhancing your online marketing communications efforts, contact us.

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## Media Release

### Miami Dade College to Launch New Online Campaign



The Miami Dade College School of Community Education has hired Loop Consulting Group to create an integrated online marketing campaign which will feature an eNewsletter called “Learn. Grow. Succeed”. The college hopes to increase Community Education enrollment across all eight campuses. [More ▶](#)



**Loop Consulting Group** is an online marketing firm that is dedicated to helping our clients reach their online communications and sales goals. We specialize in **Integrated Online Marketing Communications (IOMC)**. IOMC focuses all online marketing and advertising channels into a single digital voice, with the objective of communicating a consistent message to the customer across all channels.

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