

**What specifically can you do during a recession to grow your business profitably?  
The 5 "Must Do's" of Online Marketing  
Investing in Others**

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# eMarketing Insights

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

## 3 Ways To Grow Your Business In A Recession



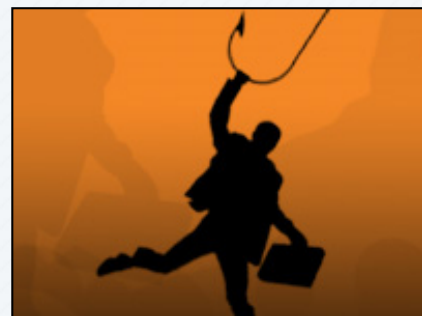
What specifically can you do during a recession to grow your business profitably?

3 suggestions for increasing profitability online:

1. Evaluate your situation
  - Is your current marketing producing the results you want?
  - Prioritize your initiatives to move your marketing online. It's cost-effective and accountable. [More ▶](#)

## 5 "Must Do's" of Online Marketing

1. **Create an engaging site** - effectively connect with prospects, quickly turn them into customers, and maximize lifetime value.
2. **Create a site that search engines can find** – understanding the words people are using to search for your product or service is the key to placing your site in front of them.
3. **Use videos to tell/sell your services** - deliver enhanced brand awareness to educate your customer. [More ▶](#)



## Others, the Best Investment



During this economic slowdown charitable giving decreases. Many organizations that depend on philanthropy to provide much needed services in our community are witnessing a decline in donations received in 2008, and are concerned for 2009.

At Loop Consulting Group we are committed to supporting the community that supports us, it's an important part of our lives both personally and professionally. We do this by helping organizations like Voices For Children continue to protect abused, abandoned and neglected children in Miami-Dade County.

It's not always about dollar donations, time and resources are needed and are just as important. We urge you this season to pledge and get involved with the charity of your choice, knowing that your investment will yield the most good.

We wish our partners, [clients](#) and suppliers the very best for this holiday season and hope that the upcoming New Year is a prosperous one.



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

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**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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