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eMarketing Insights

A monthly guide to using online tools to find, keep, and build better relationships with clients for life.

Social Network



Image: Google

Your Friends Will Have a Say In Everything: Web-Wide Social Networks?

The Adage.com [“Coming Soon: A Web-Wide Social Network?”](#) article picks up on the continual evolution of the “socialization” of the web, and the continued expansion towards further connecting us to each other.

The idea of a web-wide social platform that extends beyond the walls of Facebook and MySpace into every page we visit, and allows our network of contacts to follow us, is in sync with the way the web works.

[More...](#)

Email Marketing

37 Things You Should Check Before Sending An Email- Seth Godin's Email Check List

Author and marketing genius [Seth Godin](#) has presented a list of [36 points](#) you should consider before sending out an email to one person or a group.

[More...](#)

Future Thoughts

The Marketing Agency of the Future

We know the future of online marketing agencies lies in the ability for the agency to understand, produce, and harness online communications technology, and then merge that technology with creative, targeted, results-oriented marketing.

[More...](#)

Online Strategy

Content Relevance Kills Content Perfection

Vin Crosbie of The ClickZ Network on his article [Good Enough Triumphs Over Perfection](#) writes “Once content is good enough to be relevant, it needn't be perfect.”

[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



Voices For Children Foundation is responsible for raising funds to support Miami-Dade's Guardian Ad Litem (GAL) Program in its efforts to provide every abused, abandoned, and neglected child with a representative voice to speak for the best interest of dependent children in court proceedings. Voices For Children has selected **Loop Consulting Group** as their integrated marketing communications partner in charge of their online communications and rebranding efforts. Loop's President Marcos J. Menendez says, "It's a great opportunity for us to give back to the community and use our marketing talents and expertise to help propel the foundation's cause forward".



Loop Consulting Group, LLC helps organizations use the Internet to achieve their online communications and revenue goals. We specialize in the use of online communications tools like **Websites** and **Search Engine Optimization, eNewsletters, Blogs, and Online Video** production and distribution.

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