

Internship for Fusion 360 Marketing Agency

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APPROVAL PAGE

INTERNSHIP FOR FUSION 360: THE AGENCY FOR THE DIGITAL REVOLUTION

presented by Kara D. Bendt

We certify that we have read this thesis and that, in our opinion, it is satisfactory in scope and quality as a thesis for the degree of Master of Professional Communication.

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FUSION 360 MARKETING AGENCY

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Abstract

From August 20, 2012 to November 30, 2012, I worked as an intern for Utah's strategic brand marketing company Fusion 360 Marketing in Salt Lake City, Utah. This internship began in the content department which deals with producing client content for digital marketing purposes. My specific duties within this department were to research and collect client information while producing content for social media and SEO marketing strategies. The second half of the internship was completed in a trial management position as a Brand Strategist, in which specific duties required brand development, producing marketing campaigns, and client account management. The principle objective of the internship was to fulfill a requirement for a Master's Degree in Professional Communication at Southern Utah University. This portfolio gives an account of my experience working at the agency, the outcome of the internship, and what it means academically and professionally for my future within the field.

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Introduction

The key objectives of my internship were to fulfill the requirements of the capstone, provide me with marketing experience within a professional environment in which I am interested in, and help me understand the importance of digital and social media marketing. As the internship was completed, I had accomplished my goal in meeting these objectives. The purpose of this project is to illustrate how they were met by including my duties, accomplishments, tasks, and how this particular internship provided me with a capstone between my education and the goals of my professional career path.

It is important to highlight the overall experience I had as an intern at Fusion 360 in Salt Lake City, Utah. This experience proved to be beneficial to my future career within the field in that it opened my eyes to the reality of marketing within a professional environment. It also broadened my ability to think creatively and produce content for real clients while meeting deadlines to ensure client satisfaction in the creation of marketing campaigns.

This portfolio focuses on the job I was hired to do along with Fusion 360's mission to develop my skills in a management position as a Brand Strategist, but primarily focuses on the assignments and creative production I experienced throughout the duration of the internship.

The first month and a half was spent concentrating on the duties of those of a producer. As a producer my duties included producing content, such as blogs and articles, for social media purposes along with editing and submitting content produced by other Fusion writers. Throughout my time spent as a producer, I learned that social media marketing is the process of gaining attention or website traffic through social media sites and has become one of the leading marketing mediums in today's society. If executed properly, each form of social media has the ability to reach the largest possible target audience within seconds.

An important tactic tied to social media marketing that many people often fail to consider and played a key role in my position as a producer is Search Engine Optimization (SEO). Search Engine Optimization (SEO) utilizes keywords tied into content on or linked to a website to make the site the first found when an individual is searching for information utilizing a search engine. SEO is the leading contributor to making social media marketing one of the most popular forms of internet communication due to its ability to improve a company's digital marketing campaign by directing people to the company's website and increasing the daily traffic. It plays a major role in executing proper marketing techniques for Fusion clients and ensures that the specific company can be found within the global market. SEO involves creating content in a way that makes it easier for an individual to search for indexed writing using a search engine and, based on my experience, has become one of the leading strategies in today's market. It is about choosing keywords and mentioning them in the right places in an attempt to increase traffic to a website.

The producer position also taught me to focus on the fact that there are many building block factors that need to be considered in order to improve SEO ranking. One of the most important factors in achieving high search engine rankings is utilizing effective title tags (Whalen, 2012). Title tags can generate quick and beneficial results in site rankings and appear in the clickable link on the search engine results page (SERP); updating them can result in an increase in click-throughs (p.1). Fusion 360 clients want the ultimate SEO experience where their website is the first website that appears when numerous variations of keywords are entered into a search engine. It was my goal to get every client to the top of the list and research common keywords linked to their business to ensure successful results. By using effective title tags that contain specific keyword phrases along with the company tag, I was able to focus on how each

client can benefit from a few good, descriptive phrases that link content to their company's website, such as an article written and shared on Facebook.

As I transitioned into the role of a Brand Strategist I began to focus on prospecting for new clients by researching media databases full of local businesses marketing budgets, building brand strategies once a particular prospect was declared, and managing current client accounts while ensuring their creative needs were met. Also, by learning to utilize effective forms and strategies to produce SEO content as a producer, I was able to effectively take over as a Brand Strategist in building social media marketing campaigns.

The position of a Brand Strategist can be defined as the process of creating a relationship or connection between a company's product and the emotional relationship of loyal customers (Shamoon and Saiqa, 2011). There are numerous benefits to social media marketing, one of the most important being direct interactions between a company and their customers, in which the role of a Brand Strategist comes in to play. Traditional marketing is a one way conversation, a company can talk, sing and promote all they want, but there is no real open channel of communication. Social media marketing allows customers to comment, ask questions and truly interact with the company thus building a strong relationship between the company and the customer for a very affordable price.

As a Brand Strategist within a management position, I was in charge of overseeing all aspects of each client's brand. My role was to maintain each company's public image through careful brand design and placement while also creating an emotional connection between products and customers. It was my duty to "control the image of the brand" each company had created (Aaker and Joachimsthaler, 2000) while building effective marketing plans that utilize SEO and social media. The importance of developing an effective marketing plan that utilizes

SEO and social media is to focus on learning and understanding technological advances while staying current with the marketing trends of today's digital environment. For example, mobile marketing has revolutionized the digital market by making the online world accessible 24 hours a day, thus making a mobile digital presence crucial to a business's success. This will encourage communication and increase interaction within a professional environment. When attempting to build social media marketing campaigns, it was important for me to recognize the importance of SEO inclusion. Effective SEO can improve a website's visibility within a search engine's search results. For example, if you are a popular bakery in the state of Utah, you may want to utilize SEO and content marketing to link the phrase "Utah Bakery" to your website so that you appear on the first page of Google search results when that particular phrase is being searched. You may include "Utah Bakery" numerous times within your website or within content being produced for your website, such as blogs, articles, stories, etc. With the increase in internet use and social media participation, this process of SEO and content marketing can be the most effective form of marketing within today's society. Facebook has over one billion users with the average user spending nearly eight hours a month on the site (Lester, 2012) and with that statistic alone, social media marketing along with SEO efforts will provide favorable results thus leading us to believe that website optimization should always be seen as a long-term proposition (Whalen, 2008).

The entire internship served as a learning experience of what my duties within a professional marketing environment would entail. Throughout the internship, I began to discover clients and projects I could initiate myself. By the end of the internship, I had a strong understanding of what my responsibilities were along with my strengths and skills as a Brand Strategist. My final days in the position resulted in me being hired as a full-time Brand Strategist.

Throughout the internship, I began to look at the following questions:

RQ1: What is the relationship between SEO marketing and perceived success within the global market?

RQ2: How is social media marketing, along with the inclusion of SEO tactics, more effective than traditional forms of marketing?

Accomplishments

To understand the importance of the work I've performed and content I produced for Fusion 360 clients, I will provide a context of why the work and pieces are needed.

Fusion 360 is a next generation strategic brand marketing company and digital advertising agency with over a decade of marketing experience. With a goal of helping companies accommodate to a new, digitally driven environment, Fusion employs an exclusive marketing playbook known as "The Power of One" Marketing System. This system is used to integrate all of the very best practices of advertising and marketing into a detailed playbook used to build brand recognition and deliver a return on marketing investment. Completely focused on providing a strategic plan with specific goals for each company, Fusion clients out-perform the market average at a rate of 5 to 1.

With a large focus on digital marketing campaigns, Fusion refers to "Fusion Digital," an internal digital marketing company. The goal is to help people find information or content as quickly as possible while creating quality online experiences. It's about creating content highlighting what the customer wants to know instead of what the company is trying to sell. In a society built around advanced technology, today's brands must connect customers to companies through digital marketing platforms like Search Engine Optimization (SEO), Pay Per Click (PPC), and Social Media/Mobile Marketing.

It is apparent that the industry of marketing is constantly re-inventing itself within this digital age. It's important that businesses focus on the future and leave the past in the past. What worked yesterday will not have success in today's market and it is Fusion 360's mission to connect brands to consumers through these platforms and continue to create successful campaigns for forward-thinking brands looking to succeed in today's digital market.

The purpose of creating digital campaigns is to provide clients with the ultimate online marketing experience. By optimizing each company's website and linking informative content to each site, people can effectively browse the internet to find adequate and relevant information. It's about creating content and making a company's website "searchable" within the global, digital environment in an attempt to secure a place in the top websites found while searching specific keywords.

Throughout the process of creating digital marketing campaigns a detailed plan of action is put into play. In researching the client's company and determining a brand message, a marketing and advertising campaign is used to improve brand recognition and return on investment. My particular efforts during the internship are significant to the degree that they contributed to the production of complete campaigns which entail; producing content with keywords linked to the company, creating specific marketing advertisements and campaigns, building brand strategies, and account management.

Producing Content

My first day at Fusion began with a company meeting where roles and duties were assigned. I was given the role of producer, in which I was in charge of creating content for three major clients; AmeriTech College, Stein Eriksen Lodge, and Sugar House Awning and Canvas Products. To ensure I met the monthly content quotas for each client, I was given the

responsibility of managing a writer who produced content for my clients and then submitted the pieces to me for edit and review.

Much of what I worked on and contributed to the digital campaigns was under Fusion's chief editor Meagan Hollman. As explained above, my main job duty was to produce content to be linked to the websites of three major clients. In producing optimized content for social media marketing and SEO purposes, Fusion 360 determines four to five client specific keywords that can be linked to the company's brand image. Each keyword, which is determined through researching what current customers type in to Google when looking for a particular company, has been researched and linked to a company's website in an attempt to increase site rankings within a search engine.

For AmeriTech College, articles, stories, newsletters, info-graphics and blogs containing keywords specific to programs and Utah education were produced. For Stein Eriksen, keywords specific to Deer Valley Resort and ski Utah were incorporated and for Sugar House, keywords about awnings and boat covers were used. My initial job was to incorporate the keyword into each piece typically around one to three percent of the time, a standard percentage declared by Fusion 360, while writing about a topic people would be interested in that can be linked to the company's brand image and their purpose within the global market (See Appendix 1-26).

It was essential to keep track of how many pieces I produced each week, along with how many my writer produced, in order to ensure each quota was met by the end of the month. This was important because each client's marketing campaign was built on content production for social media and SEO purposes. At Fusion, SEO is part of the content marketing offer; it is about how a brand performs in the digital world, which is based largely upon its ability to be found by potential customers within the global market. In optimizing social media sites and the company's

initial website, SEO is about producing relevant content that customers want to interact with and share with their friends. With producing all content in-house, Fusion accepts one client per industry to ensure they do not have competing clients and tracks success through reviewing SEO numbers and makes any necessary improvements, if needed, each week.

Essentially, we wanted to produce as much content as possible each month to increase or maintain site rankings. It was my duty as a producer to ensure content was optimized correctly, meaning it contained the specific keywords determined by the company, and that it was submitted to various sites linked to the company each month along with creating the amount of content specified in each individual client's marketing campaign.

Creating Marketing Campaigns

In creating marketing campaigns, it was my job to incorporate SEO content and pay per click (PPC) advertising. Each campaign interested in SEO efforts also includes PPC and the Fusion 360 advertising department offers strategic thinking and maintenance for each client.

After a month and a half spent in the producer position, I spent the remainder of the internship transitioning into a management position as a Brand Strategist. The position requires prospecting for new clients and developing clients' marketing strategies across traditional media like radio, TV and print along with digital strategies like web design, optimization and social media/mobile marketing to build effective and beneficial campaigns.

As a Brand Strategist I was responsible for prospecting for new clients by reviewing advertising budgets listed in the Kantar media guide of local businesses, along with following-up with local leads for potential future Fusion customers. I was also given various current clients and was responsible for building and managing their current marketing campaigns while also effectively executing campaign development and management for prospects on the verge of

becoming a client. My goal was to drive the return on investment for clients and create an enjoyable marketing experience while building and improving the brand image of the company.

Besides making sure that each accounts campaign was meeting the needs of the customer, I took on the responsibility of leading each client's overall strategic vision by channeling my marketing creativity to establish a strategic brand campaign that integrates both traditional and digital media (See Appendix 27). In becoming the communication channel between Fusion 360 and the client, I used my knowledge of the marketing process and tools I had gained throughout my degree to create proposals and establish brand platforms that drive innovative solutions for each client's business challenges (See Appendix 26).

The significance of creating effective marketing campaigns was to improve the specific client's brand image and produce a plan that would ensure return on investment for both companies. As I continued through the process of transitioning into a management position as a Brand Strategist, I began to build strategies geared towards the improvement of brand image.

Building Brand Strategies

My contributions to Fusion 360 have led to an understanding of how to create effective marketing campaigns. The initial purpose of a campaign is to increase brand recognition by improving the brand image of a company. As a Brand Strategist I conducted research of client accounts to discover their goals and create a brand image to successfully launch a campaign to ensure increased recognition and support within the global market.

In understanding how to create strategies that are intuitive and invite people in, building campaigns focused on improving brand image through website optimization and social media marketing is crucial to market success. To complete the process of improving brand image interactive team creativity was considered. Along with the help of my mentor strategist, brain

storming sessions were conducted to receive input on how utilizing interactive solutions could solve client problems and connect the brand to the consumer.

One of the most effective brand image improvement strategies is social media marketing. Social media has taken over the world and has the ability to advertise to a large target audience within minutes. Fusion believes that the days of interrupting a target market with a marketing message are over; today's society is in the middle of an ongoing conversation. Messages are constantly being sent through advertisements that surround us. What better way to send those messages than through a popular platform that can be altered to reach a specific demographic, such as mobile marketing by making a website accessible on mobile devices or through SEO and content marketing efforts.

A company's greatest challenge can be joining the ongoing conversation and adding value to the market. The social media market is moving at a staggering pace and new networks and platforms launch every day, it was my duty to understand this and use it in improving brand image by creating campaigns with social media strategies. In combining efforts and exchanging ideas with Fusion's social media team, we were able to track technology and consumer trends to provide content for social media platforms to connect the brand with customers.

In an attempt to improve brand image, our social media strategy led to consistent results of consumers engaging and sharing company information with others, ultimately leading us to successful brand recognition. By providing the right content in the right context we were able to develop long-term engagement with consumers to build an image recognizable within the competitive environment of the global market.

Account Management

Building effective campaigns was just one of my priorities as a Brand Strategist; one of the most important follow-up duties of my position was to manage client accounts. As an intern in the position, I was given various accounts to manage that already had current marketing campaigns in action.

My job was to manage the relationship with the client and maintain brand improvement while incorporating effective new strategies for continued success over competitors. The initial responsibility in account management is dependent upon the nature of the specific business. In building client relationships by acting as the interface between the customer and the company, my goal was to maintain the client's existing relationship with the customer and open the door to new customers for an opportunity of increased customer support.

As a strategist in charge of account management, I was also responsible for identifying potential new clients and business opportunities in an attempt to increase Fusion's clientele. The position also entailed working with clients to identify their needs in improving their current campaigns and making sure each strategy serves a successful purpose. In looking after current customers and prospecting for new clients, I conducted various meetings with clients in hopes of creating marketing campaigns to encourage their business and a relationship with Fusion.

The first few meetings that I conducted were with local businesses that had expressed interest in Fusion, but had failed to follow-through with setting up final agreement meetings. Each meeting consisted of highlighting the marketing strategies of the agency and discussing how Fusion's tactics within the digital revolution are beneficial to market success. By walking each client through the "Power of One" marketing plan Fusion is based around, I was able to successfully outline how I could help improve each company's brand image and digital

advertising tactics for increased recognition within the digital environment. Utilizing SEO and content marketing efforts can direct more traffic to a company's website by making it present in the first few results of a search engine, like Google, when a particular phrase is being searched. Few people scroll through the numerous pages present when a particular phrase is being searched. We are individuals of instinct and we typically want results right now and will only focus on the top three to four results on the first page, which is why Fusion's goal is to get each client on the first page of a search engine's search results.

The entire process of a Brand Strategist is to maintain client satisfaction and prospect for future clients to build Fusion's clientele and ranking among Utah advertising agencies. It's about conducting research and recognizing the need for improvement to help each client succeed and continue to succeed for years to come.

Literature Review

Social media marketing and SEO are continually evolving and gaining importance within the global market. Therefore, I will provide a brief description of what I mean by “social media marketing,” and “SEO inclusion.” I will also address the relationship between the two and provide insight on how they have become effective forms of marketing within today’s digital world.

Social Media Marketing

Throughout the last few years, the term “social media” has been used ubiquitously (Friedman & Friedman, 2008). However, today, social media can be defined as a “web and mobile based form of technology used to turn communication into interactive dialogue,” (p. 254). For instance, Kelm (2011) believes that social media can enhance communication and allows for further collaboration and interaction to evolve in new directions. It has become such a global phenomenon that people across the globe log on to social networks on a daily basis; three-fourths of people online visit a social networking site and 22 percent of their time spent online is using social networks (Roberts & Zahay, 2013). With that being said, students experience digital based media in both their public and private lives so much that media based language has become a second language sought to be mastered by the younger generation (Lester, 2012). It is important to recognize social media websites as platforms of social interaction, communication and marketing due to their potential to reach and attract consumers (Constantinides & Stagno, 2011) in order to fully understand their purpose within the field of marketing.

Social media has been labeled as the democratization of content and the shift in the role people play in the process of reading and disseminating information, thus creating and sharing content (Solis & Breakenridge, 2009). Popular social media platforms include Facebook,

YouTube, Wikipedia, Twitter, MySpace, and LinkedIn (Alexa, 2010), and due to the increase of high-traffic and popularity among various generations, it has become the most effective platform utilized for marketing within today's society (Roblyer et al, 2010).

Having huge impact on a business' success within the digital market, social media marketing has become an ideal form of advanced marketing due to low costs and consumer response rate. Researchers have concluded that effective marketing relates to the ability to communicate to a large target audience while also being cost efficient; most businesses have taken advantage of this marketing technique to generate public interest and build affordable brand recognition (Hemsley-Brown & Oplatka, 2006). With the intense global and competitive environment of today's corporate world, many firms have started using social media marketing in order to survive and succeed (Hemsley-Brown & Oplatka, 2006). Similarly, businesses striving for the same results must be lean, flexible, and nimble in regards to adapting to technology and the future of marketing (Manlow, Friedman, & Friedman, 2010).

Social media, with its reliance on interconnected and collaborative communication, can transform the professional, global market. Hayes et al. (2009) utilized charts and graphs to show how social media marketing can enhance success and can ultimately be utilized in the planning stages of developing a strategic marketing plan. Social media invites and encourages creativity, while creating and sustaining communities of like-minded individuals and provides a space for them on the Internet to meet and collaborate to build community response and support (Friedman & Friedman, 2008). Studying the effects communication technology has on marketing and advertising may increase public response and interest in what is being communicated. The bottom line is that people use social media and innovative technologies in their everyday lives and spend eight hours a month participating in cyber interactions (Lester, 2012). In

understanding and embracing the importance of technology and creating web-based interaction, a larger target audience can be reached and persuaded through global marketing due to the fact that over 80 percent of Americans use social media websites on a daily basis (p. 121).

Over the last few years, social media marketing has destroyed many of the barriers that once limited media options and the completion of advertising plans (Lester, 2012). Every message, whether visual or verbal, "is a work in progress that can be read or heard, updated at will, and edited or commented on by the recipient," (Horton, 2008, p. 3). It allows the public to communicate and interact with one another in a time frame that is convenient for all recipients. Increasingly, it also allows businesses the capability of keeping up with developments in advertising and how to communicate to their audience (Greenhill, 2007). Lester (2012) believes social media has become a focus on integrated marketing communication by applying the knowledge of advertising and testing the motivation in the growth and learning of economic development. Marketing a business through social media as a new advertising channel of delivery thrusts the business into a frame of reference, this may be a more familiar form to their target audience (Lester, 2012). This form of marketing has become so widespread that it is the most effective form of communication delivery to a large percentage of the public. Using social media as a communication medium is a key contributor in the curriculum of advertising and completing integrated marketing communication (Lester, 2012). Kalamas et al. (2009) states that it is a form of communication devoted to the interaction between participants and it has potential to reach the ideal target audience faster than any other form; however, without proper search engine integration the social media marketing attempt may have little to no positive impacts on a company.

SEO Inclusion

Search engine optimization (SEO), from a business perspective, is about optimizing websites to help users find the things they want to find when browsing through the Internet (Roberts & Zahay, 2013). Using social media as a megaphone can bolster marketing campaigns but proper SEO inclusion can boost the heart rate and strengthen the life span of the campaign while also lowering cost per impression (Mikho, 2012). The process of getting listed on a search engine so that consumers can find information within the World Wide Web, regarding a specific topic, is known as search engine marketing, in which SEO lies. Roberts and Zahay (2013) refer to a Pew Internet report from August 2011 that indicates “59 percent of online users launch a search and 92 percent use search engines, in which 29 use them on a daily basis,” (p. 198).

In order for a business to become forward thinking and successful in today’s market, it must grasp the advanced technological changes ahead for marketing strategies. The ability to stay on top of updates with technology and the inclusion of SEO into a marketing campaign can make a difference in making strides towards corporate growth. Mayfield (2007) states, “social media is characterized by participation, openness, conversation, community and connectedness.” Linking social media sites to a company’s website through SEO can highlight effective forms of business communication through professional forms of marketing and advertising (Bove & Davies, 2009). “Social media gives a voice to the public and encourages communication and interaction,” (p. 233). It has become the most recognizable form of global marketing due to its ability to communicate to a large audience, but without proper optimization it becomes essentially useless. Further, social media marketing along with SEO inclusion has been designed to encourage public engagement while creating social impact within a society reliant upon technology and cyber communication. A company can benefit by including social media into

their marketing campaign by linking it to their business' website through indexed SEO. This will open the doors of communication to a large target audience and increase brand recognition for potential support.

Small, local businesses and large corporations will benefit from having access to more services and technologies through the use of SEO and improving visual and verbal communication throughout the corporation. Social media can be used as a quick medium to research the market, and with the growing popularity Facebook, Twitter, and Youtube have within the community, they can be linked to a website and utilized to advertise, persuade, and encourage involvement and interaction. If a business takes advantage and stays up to date with SEO techniques, the traffic to the website and linked social media sites could potentially increase and enhance brand recognition. Technology and social media have the potential to promote active engagement, encourage people to work in groups, and provide opportunities for feedback (Jonassen et al, 1998; Fosnot, 2005).

Social Media Marketing and SEO: The Relationship

Social media marketing has become so effective that it has changed the way consumers react and respond to marketing strategies, which also increases the importance of effective SEO. A lack of SEO inclusion defeats the purpose of social media marketing as an effective platform within today's digital society.

A global change in marketing strategies has grown due to the decrease in effectiveness of traditional techniques. The failure to respond "quickly and decisively" to this global change can be detrimental to a business' digital rank within the market, in which one website is the first to appear during a specific search within a search engine (Manlow et al, 2010). The most effective way to attain corporate growth and retention is not to predict the future, but rather to re-invent it

and to focus on market improvement while staying one step ahead of the competition. This can be accomplished by utilizing SEO technology and the tools it has to offer effective marketing strategies. Furthermore, Kelm (2007) states social media marketing has enhanced our lives and the ways we learn, communicate, and interact. It enhances the shift from “verbal communication to visual and verbal thinking” (p. 508), and has become the most advanced form of effective marketing in today’s society, but failure to include SEO within this advanced form of marketing can have a negative impact on a business attempting to improve their interest within a market. Having addressed the impact and importance of technology and social media marketing, businesses must recognize this reality and continually re-examine themselves to stay current in enhancing communication to their intended audience.

Method

Professional theories can be utilized as work-in-action theories to be adjusted throughout the introduction of SEO articles along with various beneficial marketing pieces. Based on the literature, the remainder of the portfolio will focus on the importance of theory as a means of understanding how SEO and effective social media marketing can increase market success through the use of grounded theory, a comparative method that identifies various themes throughout the project (Glaser & Strauss, 1967). As a developmental theory, the grounded approach is within a positive paradigm of traditional and digital advertising efforts (Ozanne, 1992) and was used throughout prospect and client research to test effective social media platforms and optimize content for search engine purposes, also known as SEO. The theory ties to the project because SEO creates various meanings and themes for social media marketing. It has become a major part of business marketing; people may see a television ad, a billboard ad or hear a radio ad, but before contacting a company they are likely to visit the website first. SEO

makes sure that potential clients are able to find a website quickly and easily by allowing the company to appear in search engine results when certain products or services are requested, thus making a grounded theory approach beneficial for individual research purposes.

Another popular framework used for identifying theories in the text is the mere-exposure effect, in which the more exposure we have to a stimulus, the more we will tend to like it (Sauerland et al, 2012). In the Brand Strategist position during the internship, I was encouraged to contact Fusion prospects, found through extensive research of various businesses that have expressed interest in advertising and marketing efforts or that have had a history of obtaining a fairly large advertising budget, numerous times to help each company become familiar with the benefits of a digital marketing campaign. With the idea that things tend to grow on people throughout repeated exposure (Sauerland et al, 2012), Fusion believes that companies make choices in which the familiar is chosen over the unfamiliar. By continuing to contact each prospect, I was repeatedly exposing them to our brand message. Without over-exposing them to our brand, typically determined by a lack of response after three to four attempts to contact, I delivered persuasive messages in an attempt to build a future client relationship.

The mere-exposure effect is also utilized throughout various Fusion marketing campaign strategies in identifying the fact that consumers are greatly influenced by frequent ad exposure (Sauerland et al, 2012). In an attempt to gain power, the theory is beneficial in influencing another person's behavior to produce desired outcomes (Shockley-Zalabak, 2009), or in other words, increase brand recognition through repeated exposure. "There is power in communicating about an organization through unique platforms," (p. 46) and optimized content (SEO) linked to social media websites is the most advanced form of sending messages to a large target audience within today's society.

Results

GROUNDING THEORY

The principle theory that emerges from the text is grounded theory. Grounded theory is a research method used to determine a theory through the collection of data (Elliott & Higgins, 2012) and can be very helpful for a researcher who has a preconceived theory in mind. Within this study, the theory is that digital marketing efforts are the most effective method of advertising in today's market.

A theory derived from data and intended to resemble "reality" more than a theory where putting together a series of concepts is based off of experience or speculation, it refers to data that attempts to produce certain outcomes (Elliott & Higgins, 2012). In this case, it is the best way to offer a guide to action on how to educate the importance of digital marketing efforts. In an attempt to strengthen the study and interest the audience, grounded theory emerged through the creative data collected throughout the research process of sifting through mass media databases and a Kantar media database to determine local businesses utilizing traditional and digital marketing efforts.

A grounded theory makes a theoretical contribution to a research study because there is no set theory to define the information within the study. One method that pertains to the idea behind a grounded theory is constant comparison. Constant comparison is where every new theme that emerges throughout the study is compared to the other themes and what has already been found during the study (Elliott & Higgins, 2012).

In order to conduct an effective grounded theory study I completed three steps throughout my research process of open coding, axial coding, and selective coding. Through open coding I conducted an extensive brainstorming session of all the data and separated them into three

consistent themes; company's focused solely on traditional marketing efforts, company's focused solely on digital efforts, and company's focused on both digital and traditional efforts. My goal was to meet theoretical saturation where my themes became exhausted and drawing the attention and interest of the intended audience the three emerging themes became the basis of my research.

The second step throughout the data collection process was axial coding in which a relationship or connection was made between the characteristics found during the open coding process. The third and final step was selective coding and became the step in which the themes became mutually exclusive and almost completely exhaustive due to the fact that companies utilizing digital or both digital and traditional efforts were experiencing a higher rate of success, based on researching numbers and their overall presence within the market space.

When using a grounded theory it is important to follow these steps in order to discover common themes throughout the text. The entire three step process led to the validation of my preconceived theory that digital marketing efforts are far more effective in today's market. For example, company's who focused solely on traditional efforts and failed to evolve with today's digital revolution have now gone bankrupt, such as Borders, Blockbuster, and Kodak.

In analyzing each database of scholarly articles and local businesses, a process of open coding to analyze the data described the phenomena within the study. The internship itself contains a phenomenon where the concept of Fusion 360 focused on the outcome of digital market success. The theory embodies several subcategories of methodological stages that illustrate the different components of the internship including identifying an area, collecting data, open coding, and creating a marketing process along with also recognizing the strength of the mere-exposure effect.

IDENTIFY AN AREA

The purpose of this subcategory is to describe the importance of identifying adequate companies throughout the data collection process. Identifying appropriate companies to analyze throughout the research process was a huge part of validating the preconceived theory. It's important to understand each company and its marketing efforts to determine how and why these efforts were or were not effective.

In the text at hand, I identified companies by analyzing documents of their past and present marketing budgets as well as analyzing their current marketing efforts. Once a company's budget had been placed into the corresponding theme appropriate for their efforts, their efforts and traceable information (such as SEO numbers) were analyzed. The Fusion marketing process (see Appendix 26) was also utilized to determine which efforts were most successful for that particular business.

COLLECTING DATA

The idea behind this subcategory was to identify the process of collecting data throughout the research process. As a Brand Strategist I had access to numerous business databases (such as Kantar), online information, and SEO numbers to utilize throughout the process of collecting data. After analyzing each source of information, I was able to determine effective marketing methods and efforts along with what did and did not work for certain companies.

OPEN CODING

Simultaneous to the process of data collection is the process of open coding the data. Open coding and data collection are the stages prior to recognizing each company's core category. It refers to coding every bit of information to get a jump start in creating effective marketing strategies for each particular business. Eventually the core marketing category will

prevail in identifying the behavior and purpose of the company to determine specific marketing platforms to promote a company's brand image and improve brand recognition.

Open coding is the most effective way to determine effective marketing efforts throughout the research process of this study. It also became beneficial in my research process as a Brand Strategist, where I found that the main concern clients tend to have is return on investment (ROI) and through Fusion's pre-client coding process and post-coding process of strategy maintenance and SEO updating, each client is provided with an effective process for improved success within the market. Social media marketing platforms and SEO create core categories with proven success and the ability to reach a large target audience effectively. Building creative digital campaigns is the most beneficial form of marketing in today's corporate market and it all begins with extensive research, data collection and a process of open coding.

Another important aspect of coding present in the marketing process is the coding of content for specific marketing platforms. It is apparent that in today's society, people tend to visit a company's website they are interested in before contacting the company. A television ad, billboard, or radio ad may trigger interest, but most people will first research the company through the global market. By coding content through SEO, potential clients are able to find a website quickly which can increase traffic to the website and a company's search engine rankings.

CREATING A MARKETING PROCESS

The development of the theory is captured by creating a marketing process. A good theory begins with a strong, strategic process of optimized content and concludes with submitting each coded piece to an appropriate platform. Effective marketing strategies need continuous attention and updating; that is where the roles of a Brand Strategist become relevant.

As a theory emerges throughout the process of researching data for this study and client prospecting as a Brand Strategist, marketing strategies geared towards each specific client and company are developed and launched into a competitive market.

The theory progresses through the updating of each strategy and the maintenance of the initial marketing process. Beneficial platforms and techniques are researched and revamped to maintain strength in a market continuing to grow and improve as technology continues to advance. Aside from collecting data for the study, the roles of a Brand Strategist consist of creating, improving, and maintaining each theory developed through the process of increasing Fusion clientele and growing as a corporate marketing agency within the state of Utah. In an attempt to maintain status as a top ranked advertising agency, Fusion continues to analyze and improve their process within today's digital revolution by employing individuals committed to creating effective strategies and theories for each client.

MERE-EXPOSURE EFFECT

This aspect of the theory is a phenomenon in which people develop a preference for things they are familiar with. As an interpersonal study of familiarity, it focuses on frequent exposure to gain attraction and acceptance. In the 1960's Robert Zajonc demonstrated this phenomenon by frequently exposing subjects to a particular stimulus that led them to rating it more positively than those they had not been exposed to (Zajonc, 1968). He also conducted a study where he exposed two groups of fertile chicken eggs to two different tones while they were un-hatched. Once hatched, both tones were played to the group of chickens and the chickens would migrate towards the tone they were exposed to prenatally (1968).

Without conscious recognition, and similar to Zajonc's process of frequent exposure, the purpose of the effect dominantly emerges through the prospecting role as a Brand Strategist. The

more exposure and information a company receives regarding Fusion and its marketing benefits, the more the company will become familiar with our purpose which increases the likelihood of a partnership. The first initial introduction with Fusion may result in fear or avoidance; repeated exposure can eliminate fear and create an intriguing interest in the eyes of potential clients. The Brand Strategist process in prospecting and creating marketing strategies begins with a familiar touch and if all goes as planned, ends in what Fusion likes to call the “Dog and Pony Show.”

A FAMILIAR TOUCH

Similar to the purpose of commercial advertisements in between television programs, Fusion’s exposure process is meant to build brand recognition for perceived company growth. The more I exposed Fusion’s marketing process to each prospect, the more they began to understand how we could help them increase brand recognition in a competitive, global market.

Experimentation in the prospecting process proved amazing results. As companies became familiar with Fusion they were able to focus on the positive aspects and began to buy-in to the process of marketing strategies. Companies began to focus on the benefits of the entire marketing process towards building brand recognition in an attempt to decrease a focus on cost and budget.

Researching prospects based on marketing budgets and a perceived need for improvement was the first initial step in the strategist position. Once potential clients were recorded into the Fusion system, the exposure process began. The process started with brief phone calls describing Fusion in an attempt to set up an introductory meeting in which I conduct a brief “needs analysis” of the potential client’s marketing needs. The meeting also includes a brief overview of the 30K foot view process, also known as the “Power of One” Marketing message (See Appendix 26). The preceding steps in the process after the introductory meeting

include follow-up phone calls and emails with the company's decision maker to schedule a meeting Fusion likes to call "The Dog and Pony Show."

THE DOG AND PONY SHOW

"The Dog and Pony Show" is the final process in building Fusion clientele. It is a concluding presentation geared towards building a successful brand image for the specific company in an attempt to build a partnership.

The purpose of "The Dog and Pony Show" is to help each company understand Fusion and develop a trust in what the marketing process can do for the company's image and recognition. Each presentation begins by addressing the specific company's concerns and need for improved strategies and gives explanations of how those concerns can be processed and resolved.

Throughout the presentation, effective strategies specific to each potential client are demonstrated and utilized to encourage a partner agreement. Once the agreement is made, the Brand Strategist begins to implement those strategies in to a marketing campaign built to increase brand recognition. As strategies launch into the global market the role as a writer and producer becomes prominent. Each writer and producer becomes the backbone of the campaign by creating optimized content to strengthen the process which can increase website rankings through SEO and enhance the probability of overall success (See Appendix 1-26).

Discussion

The final campaign and the content within it show substantial supporting evidence of the purpose of grounded theory and the mere exposure effect. It can be determined that increased focus on the strategies within a campaign has developed in to a shared reality with global market success. Through researching each specific client, building their brand and determining their

target audience, I was able to create a client specific campaign that was geared towards improving their image within their area of expertise, thus validating the process of SEO and content marketing to make it a relevant strategy within today's market.

Each complete campaign suggests conclusions regarding the theory findings. It has been proven that today's society places a large focus on the power of digital communication and discourse. The marketing campaign itself is a form of discourse and the content within each individual campaign can be considered to be the act of determining which strategies and platforms will prove most successful for the individual client. Identifying an area of prospecting along with effective strategies is important to receiving perceived brand recognition. Collecting data can show the potential and actual power a client can have within the market in competing against similar brands. The process of open coding becomes the final step of effective prospecting to determine a company's brand image and how to market it, which leads to the creation of the final marketing campaign.

Through the mere-exposure effect, the process of familiar touch has developed into one of the most important steps in prospecting towards building Fusion clientele and creating strong partnerships. Following the process is the final role in the prospecting phase as a Brand Strategist, The Dog and Pony Show. Important to receiving a final agreement, The Dog and Pony Show develops client trust and support in the "Power of One" marketing process. Once the agreement has been made, the creation of the campaign begins. Respectively, once again, the mere-exposure effect and the belief in the purpose of building brand familiarity are utilized to increase the likelihood of improvement in website rankings along with brand recognition and support.

The internship encourages further theory research regarding the process of prospecting and digital marketing, such as social media and SEO efforts. Some possibilities may include the cognitive theory and the social construct theory. If these theories are explored and reviewed in further literature, not including that previously reviewed, different results may be concluded regarding the processes leading to the creation of a marketing campaign and digital platforms.

Degree Applied to Internship

A Master's in Professional Communication degree has prepared me to be competent when fulfilling my responsibilities as an intern for Fusion 360 Marketing. As I have illustrated in the previous sections in this project, I have completed various tasks that have required adequate communication skills. Most of my knowledge and skills are due to my classes and experiences as a graduate student at Southern Utah University.

My accomplishments throughout the internship are results of various academic experiences. I was able to utilize specific theories, projects, and activities learned and completed throughout the duration of the program to incorporate into my duties as a Producer and Brand Strategist for Fusion 360. Since the beginning of enrollment as a graduate student at SUU, I have recognized my abilities as a professional within a marketing environment and have gained the knowledge and competence needed to succeed.

In learning about communication theories from Suzanne Larson in her Communication Theory class, I was able to apply theories to my own life and experiences. This experience, along with theory classes taken as an undergraduate, proved to be beneficial as each equipped me with communication and public speaking skills that have been required throughout my time spent as an intern at Fusion. The class prepared me and gave me the confidence to speak in a group setting and present the Fusion 360 system to various clients. I believe that an understanding of communication theories and adequate public speaking skills helped me feel comfortable and succeed in a professional setting.

The first half of my internship was spent in the Producer position. It was a challenge to transition into a role with responsibility over another person while also completing duties as a writer for one of Utah's top marketing agencies. This particular position required a lot of

creativity in producing content for digital marketing purposes. It also allowed me to set realistic goals for myself in an attempt to get what I wanted out of the job along with my contributions to each client. I would like to credit my creativity to the knowledge and skills I gained in taking classes from Art Challis and Paul Hesselbee. Each class contained a detailed outline of assignments that required each student to exercise creativity while incorporating various lessons learned throughout the duration of the particular course. Both Art and Paul encourage student motivation by incorporating self-dependence into their specific curriculums and allow students to succeed based on their own determination and commitment to the course. This prepared me for my internship as a Producer by allowing me to channel the creative tools I gained to produce creative and exciting content and encourage increased brand recognition.

The second half of my internship was spent transitioning into a Brand Strategist position. This role was a challenging adjustment as my creative duties were increased and my research abilities were tested in prospecting for new clients. In prospecting, my initial responsibility was to compare marketing budget numbers for potential clients. Quantitative literacy, a course also taken from Paul Hesselbee, taught me to carefully check my numbers and results while being thorough and precise in determining potential clients for the future of Fusion. It was crucial to provide information accurately to support decisions on which clients would benefit the most from a marketing relationship. Therefore, I was dependent upon the quantitative research skills I gained as a student in Dr. Hesselbee's Communications 6030 class.

Along with harnessing the skills gained from Dr. Hesselbee's quantitative research course, I quickly learned that the final step in prospecting required knowledge of qualitative research. My organizational research skills were enhanced after taking Kevin Stein's Qualitative Literacy class Communications 6020. Throughout the course I learned the importance of how the

information collected is equal to how the research is presented. In organizing my prospecting research, I learned information is worthless if it is not organized and easily accessible. For example, I utilized my knowledge gained from the course to keep my prospecting research organized through a CRM. I was able to sift through various media guides and prospect advertising history to determine an organized, effective contacting process used to build future client opportunities, which consisted of initial phone calls, emails, drop-by visits and formal presentations.

Another attribute I developed through Dr. Stein's class was the ability to conduct a formal interview. Surprisingly, the Brand Strategist position required advanced formal, informal, telephone, and in-person interviewing skills. Throughout the process of prospecting, I interviewed potential clients over the phone and in-person. I was grateful to have gained knowledge on professional interviewing techniques by analyzing a mock-interview conducted by Dr. Barton. Interviewing is a crucial part of the Brand Strategist position in order to separate prospect leads from inactive leads in an attempt to build Fusion clientele.

As I continue to apply the education I received through the graduate program at SUU to my internship, I once again give credit to Art Challis. With having high expectations and a focus on creative, self-dependence, Dr. Challis became my main mentor and motivator throughout the completion of my degree and capstone. I learned how to prioritize my time and communicate professionally, which became helpful when asked to call clients and prospects. Learning to properly communicate and engage in professional interactions also proved to be beneficial when conducting meetings with clients and prospects looking to begin a relationship with Fusion. In gaining perspective on time management and prioritizing my responsibilities, I also learned that meeting deadlines within my internship were just as important as finishing my portfolio for my

capstone in order to sustain my morale as an individual within the program and accommodate to the schedules of Dr. Challis and my committee members.

Due to my initial interviews with Fusion before beginning the internship, I did not expect to conduct client meetings and engage in important strategic marketing campaigns. My experiences in these various meetings led to the development of enhanced public speaking skills and the ability to interact within a professional setting. The professors I have had throughout my time spent as a graduate student in the MPC program have provided me with the opportunity to establish credibility within my profession, develop my critical thinking skills, channel my creative side, gain confidence in public speaking situations, and continue to grow and succeed in the field of professional communication.

Respectively, Dr. Heuett's Communications 6125 course gave me great insight on how to become a leader within a professional environment. Numerous assignments and case studies impacted my opinion on leadership and encouraged me to think "outside of the box" throughout the duration of my education. I quickly learned that leadership is reliant upon communication skills and the ability to confidently interact with other individuals. In reading a book, *Leadership and Self-Deception*, and completing a scholarly review, I gained knowledge on how to listen to others and led them in a positive light towards making important decisions.

A course on communication ethics with Paul Husselbee taught me how to establish credibility as a leader and harness my creative and critical thinking skills. Various lectures and essays were assigned to test knowledge on the subject and encourage voicing individual opinions regarding specific case studies. Throughout the course I was given positive and negative feedback which ultimately led to the course being one of the most life-changing courses taken throughout the duration of my education. Dr. Husselbee's ability to push me to channel my

opinions on morality and the study of ethics encouraged me to complete my degree with a focus on my stance on morality within today's society. This final course resulted in my growth as an individual and communications professional to finalize the process of completing my degree towards graduation from the MPC program.

Although I have gained numerous skills throughout my experiences as a student in the SUU Graduate Program, my abilities to create complete marketing campaigns are still in the development stages. My internship responsibilities were fulfilled due to what I have learned in the Communication Program along with my abilities to prioritize and organize my duties in order to meet deadlines; however, it is only the beginning. As mentioned earlier, Dr. Challis and other professors within the program have guided me on a successful path to starting my career in the field of professional communication, but my knowledge of how to communicate, conduct interviews, research information, and speak in a public setting are only part of establishing credibility within a marketing environment. Becoming a credible Brand Strategist in a marketing agency takes "real world" experience and practice in building a personal proposal to present to prospects and future clients. This internship proved to be the building blocks towards a successful marketing career by providing experience and building confidence within a professional setting.

Conclusion

An internship with Fusion 360 Marketing has been very beneficial to me personally as well as academically and professionally. I participated in a top-quality marketing agency that opened my eyes to the importance of digital marketing and advertising in a society thriving on advanced technology.

An important part of the internship was recognizing my strengths and weaknesses while evaluating my interests on the path to a future career. I was exposed to numerous career opportunities during my time at the agency and discussed my future as a full-time Brand Strategist with the company president and digital marketing director. I conducted informational meetings with clients and spent hours talking to them about their marketing strategies and the brand they want to communicate to the public. I also conducted numerous meetings with coworkers and spent many hours discussing creative content ideas and current trending news to link to content produced for specific clients each month. I acquired beneficial insight through extensive conversations with current Fusion clients and prospects along with discussions with coworkers on the importance of what their jobs entail.

The most important aspect of my experience as an intern at Fusion 360 was in gaining an understanding of a future career in marketing. There are thousands of job opportunities in the world of public relations, marketing, and advertising. This internship allowed me to explore an option in a professional marketing agency and provided an opportunity of future employment. I initially began the internship thinking that it would give me the experience needed to succeed in the field of marketing, but in fact I gained much more. It opened the door to a full-time position in a career I have grown to enjoy and that utilizes the knowledge and skills I gained throughout my education as a graduate student.

A marketing career as a Brand Strategist at Fusion 360 is interesting and intriguing. The most rewarding aspect is communicating and interacting with different people on a daily basis. For each client account I bring in and manage, I am provided with an opportunity to utilize my creativity and public speaking skills to develop extensive relationships between Fusion and other companies. Most client accounts become permanent and the importance of my job is reliant upon managing each company's marketing strategies and how they communicate to the public, which is crucial to their individual success within the market. Positive attributes tied to the job also include working with various individuals within the company to collaborate on content ideas and advertising strategies while collectively encouraging team work and positive communication within the office.

However, there is one con I have encountered throughout my time at Fusion. It is our duty to ensure that we do not have competing clients within the same market. If we have one client who specializes in home furnishings, we cannot have another client of the same specialty. So, it is important that we conduct adequate research when prospecting on potential clients.

In training as a Brand Strategist and learning about my specific roles and duties within the company, I have also learned that the position is driven by communication and teamwork. The framework is very self-dependent and holds a large amount of responsibility within the organization. There is a lot of responsibility in obtaining new accounts and managing current client campaigns. The success of the company relies on effective client prospecting and account management along with respective communication and public speaking skills to engage in professional interactions. All of which I learned in the various courses taken throughout my degree in Professional Communication.

As a result of this internship, my public speaking skills have grown due to conducting group discussions and one-on-one meetings with clients. I have learned the importance of time management and building marketing proposals through collaborative efforts between my clients and coworkers along with keeping on top of emerging techniques and effective strategies (See Appendix 26).

This internship allowed me to discover my interests in the field of marketing and advertising while also helping me recognize my strengths and weaknesses. In developing practical skills and gaining professional experience I was able to make contacts with people who can provide me with current career opportunities as well as further my career possibilities for the future.

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Appendices

APPENDIX 1 | *Fusion prospecting script*

Customer Approach

- This is particularly good when contacting the business owner directly.
- When the gatekeeper asks who you are, tell them you are a customer and you'd like to discuss your positive experience (with their company) directly with the owner.
- Tell the owner how much you love his/her company, and be specific about why and how you would like to help them understand the benefits of out-sourcing advertising efforts.

Introduction

Let me tell you why I called...

BRT/Backstory (what's in it for them):

-I was in your store the other day and I couldn't help but to notice...

(or)

-I want to talk to you a little bit about your marketing.

(or)

I know you're probably trying to...

(or)

-I was shopping/looking at your website/saw (heard) your ads and it looks like you could really use help with...

Build Pain (the problem with accomplishing their goals)

Fusion has been around about a decade. Over the past ten years, we've seen the greatest shift ever in customer behavior. Customers are now revolting against stagnate companies and media.

Your marketing must be smarter and more strategic. It must connect with customers.

Close, baby, close

What makes Fusion great is the marketing process we employ.

From online solutions like web, search engine optimization, pay per click, social media marketing and mobile to traditional solutions like TV, radio, direct mail and branding.

At Fusion we are attacking 360 degree problems with 360 degree solutions.

When would be a good time to have a casual conversation about how we can help (company) grow?

About Fusion

Fusion is a next-generation strategic brand marketing company and digital advertising agency.

Our model offers something entirely new in the agency business. Our marketing process employs all the very best practices of advertising and marketing.

From online solutions like web, search engine optimization, pay per click, social media marketing and mobile to traditional solutions like TV, radio, direct mail and branding.

...At Fusion we are attacking 360 degree problems with 360 degree solutions.

Fusion is the agency for the digital revolution.

Close, baby, close

I'd love the opportunity to show you how we can help make _____ more profitable through our marketing process/expertise.

-Or-

I'd love to have a casual conversation with you about our strategic process and how we can help (business name) grow.

When would be a good time?

Perceived Objections/Responses

1. (Objection)

When the gate-keeper/owner wants you meet with the “marketing manager”:

Response:

“We’re completely different than most ad agencies/marketing firms. Our process gets the CEO/owner more involved in the brand positioning process.

We find its essential this key person understands deeply why certain tough choices must be made.

We’ve found that once the CEO/owner understands the brand marketing process and sees what their brand will look like in the market place, they are far more confident investing in it.”

2. (General response to any objection):

I understand (restate objection), but our approach to marketing and advertising is unlike anything else in the industry.

Your (use business name) biggest competitor isn’t another business, its connecting with your customers in the digital age.

Our marketing process was design to cut through the clutter and connect your message with your customers.

(THE CLOSE)

What makes Fusion great is the marketing process we employ.

From online solutions like web, search engine optimization, pay per click, social media marketing and mobile to traditional solutions like TV, radio, direct mail and branding.

At Fusion we are attacking 360 degree problems with 360 degree solutions.

I'd love to have a casual conversation with you about our strategic process and how we can help (business name) grow.

3. I'm happy with my existing ad agency/marketing director.

Response:

#1 (if their ads are generic, boring and lack message quality): "I don't want to offend you, but this is exactly why I called you. I've seen/heard your ads, and they do very little to differentiate your business from your competition. **(move to CLOSE)**

#2 (if their ads are on message, but are cheesy or have poor production quality) "I don't want to offend you, but this is exactly why I called you. I've seen/heard your ads, and they do very little to build any type of emotional connection with your target customers." **(move to CLOSE)**

#3 (if you haven't seen/hear their ads): I'm sure your current agency does a great job, but we've found that when companies take the time to meet with us, it's never a waste of time and more often than not, we're able to identify areas where we can help them become more efficient.

*** They might say, "but my advertising is working fine now.**

Response:

Even a boat with a hole in it can get across the lake. I'm certain we could show you how much more efficient your advertising could be.

What makes Fusion great is the marketing process we employ.

From online solutions like web, search engine optimization, pay per click and mobile to traditional solutions like TV, radio, direct mail and branding.

At Fusion we are attacking 360 degree problems with 360 degree solutions.

I'd love to have a casual conversation with you about our strategic process and how we can help (business name) grow.

4. I handle my advertising myself (sometimes they will tell you they get the 15% commission direct).

Response:

“We typically save our clients about 5-10% off of media direct rates, even those clients who previously were buying their own media and receiving the “agency commissions”.

But, what makes us great isn't the money you can save on your media, it the marketing strategy and advertising creative we offer.

Just like you have a process you follow with the daily operations of your business, you must have a process you follow for your marketing.

THE CLOSE

What makes Fusion great is the marketing process we employ.

From online solutions like web, search engine optimization, pay per click and mobile to traditional solutions like TV, radio, direct mail and branding.

At Fusion we are attacking 360 degree problems with 360 degree solutions.

I'd love to have a casual conversation with you about our strategic process and how we can help (business name) grow.

5. We're not doing any advertising/marketing right now.

Response:

“Perfect! The best time to prepare your brand for your next advertising campaign is before your ad campaign!

THE CLOSE

What makes Fusion great is the marketing process we employ.

From online solutions like web, search engine optimization, pay per click and mobile to traditional solutions like TV, radio, direct mail and branding.

At Fusion we are attacking 360 degree problems with 360 degree solutions.

I'd love to have a casual conversation with you about our strategic process and how we can help (business name) grow.

APPENDIX 2 | *Client optimized article*

Benefits of Becoming a Personal Trainer

Now that swim suit season is over most people choose to forget their dreams of a “beach body” and become less active while indulging and over-eating throughout the winter months. Do you strive to stay in-shape and healthy this holiday season? Do you want to help people achieve a similar goal? Find the solution and become a personal trainer on the fast track to a degree of higher education.

AmeriTech College focuses on the technical training of students who are eager to enter the workforce and want to avoid strenuous classroom hours. With a program designed for students interested in becoming personal trainers, AmeriTech College trains students to help people look and feel better.

Advanced training focused on creating customized work out plans unique to numerous body types in hopes of helping individuals reach their fitness goals, prepares students for “real world” situations. AmeriTech College strives to produce qualified trainers who are educated properly to help clients achieve their goals safely and quickly.

Get Started and Optimize Each Exercise

AmeriTech graduates are prepared to help individuals create custom workout plans to encourage them to meet their fitness goals within a reasonable amount of time. With a focus on helping each client adapt to the specific exercises that will most benefit them, each student is trained to understand that each body type is unique due to genetics, past history or injuries and workouts should be tailored to ensure positive results and help each individual achieve their goals.

Every client that seeks a personal trainer has a specific goal in mind. Each fitness goal requires different exercise plans; someone looking to lose weight will complete certain exercises geared towards weight loss, whereas someone looking to strength train will complete a different plan of various exercises to improve strength. Whether the client is looking to lose weight, body build, strength train or tone muscle, each plan must be made to meet their needs and help them receive the best results possible.

Encourage Proper Technique and Form while Optimizing Workout Time

The personal training program at AmeriTech College educates students on the importance of safe training and proper technique to help clients avoid being sidelined due to injury while also stressing the benefit of optimizing every minute spent during a workout.

In order to receive results in a short amount of time, every minute counts. Students are also trained to help clients adapt to the progressive increase of exercise difficulty during each workout in order to meet fitness goals and see results.

Achieve your Goals and Optimize Energy

Continuous exercise and following a diet plan is hard. A personal trainer can help you stay focused on the path to a better version of yourself. Not only can a personal plan designed to help you meet your goals make you look better, it will help you feel better.

Guaranteed to help you receive results, as long as you commit to following the plan, each personal trainer from AmeriTech College is trained to focus solely on helping you receive the results you want. By planning a personal workout routine, nutrition and diet plan specified towards each individual, positive progress is within the client's reach.

The path to helping people look better and feel better is a beginning with the end in sight; receive a degree in personal training in less than two years at AmeriTech College. It's your choice to improve your future, take the fast track and start today.

About the Author

Kara Bendt is a Masters student in the field of Professional Communications at Southern Utah University. She writes for Fusion 360, an advertising agency that provides SEO to [AmeriTech College](#), an institution of higher education that focuses on providing technical training to students interested in moving rapidly into the workforce.

APPENDIX 3 | *Client optimized article*

The History of AmeriTech

History doesn't lie. When going through the process of finding the perfect institution to attend to further your education, look at the facts. With a high graduation rate, exceptional NCLEX pass rate and a quick launch in to the professional field of medicine, AmeriTech College can be your next step to a better future.

Founded in 1979 by Dorothea and Keith Van Soest, AmeriTech College was originally named The American Institute of Medical Dental Technology, Inc. Purchased in 1997 by Connie and Steve Garland, the school expanded to Provo, Utah. In 2005, the Garland's opened a non-main campus in Draper, Utah which became the primary location for the school's Nursing Program that started in August of 2006.

As the school began to expand and grow, the name was changed in June 2006 from The American Institute of Medical Dental Technology, Inc. to AmeriTech College in order to reflect an increase of the training programs. Once again, in March of 2007 the school was purchased by Ken Bentley of the IQU Corporation. Assuming responsibility for both campuses, Ken continued to focus on AmeriTech College's goal of providing technical training to students who want to move rapidly into the workforce of medical professions.

With a unique education based on a model that delivers a hands-on approach to learning, AmeriTech College places each student in a "real world" environment creating advanced training techniques for exceptional experience preparing them for a future career in the professional field of medicine. Along with quality training, the institution is accredited by the Accrediting Bureau of Health Education Schools (ABHES). The ABHES is listed nationally-recognized as an accrediting agency under a provision within the U.S. Code and subsequent legislation and provides AmeriTech College accreditation for the delivery of diplomas and Associate of Applied Science Degrees.

Face the facts; AmeriTech College is a premier technical college with success in leading graduates directly into entry-level positions within the workforce of medical professions. Providing students with numerous program options along with online or on-campus opportunities, it has one of the most successful graduation rates in the state of Utah.

When looking to further your education and recognizing your interest in a medical profession, AmeriTech College is a great option where one can commit to creating a better future for themselves and their family. Sprint on the fast track past your competition on the way to employment in the medical workforce with programs offered through AmeriTech College.

About the Author

Kara Bendt writes for Fusion 360, an advertising agency that provides SEO to [AmeriTech College](#), a school that focuses on providing technical training to students who want to move rapidly into the workforce of medical professions.

APPENDIX 4 | *Client optimized article*

Accredited through the NLNCA

Continuing your education can be expensive and with other responsibilities, it can become a hassle and easily avoidable. Trying to juggle a job along with financing your education can be deal breakers in the minds of those considering going back to school and earning a degree. Often times, future students wonder if the cost of their education will be worth it and pay off in the long run when trying to find a job after graduation.

Once the decision to apply to further your education has been made, the daunting task of choosing an institution and a program can add more stress to the process, especially if you are interested in a program within the medical professions. Medical programs can be a painful waiting process and can take years to get accepted in to; why wait? Start your education and earn a degree in a medical profession through AmeriTech College and embark on the fast track to an education that can open the doors to your future career.

Fully accredited through the NLNAC (National League *for* Nursing Accrediting Commission), AmeriTech College is committed to providing quality education for students and future employees within the medical professions. The NLNAC is responsible for accrediting nursing education in post-secondary and higher degree programs and is nationally recognized as a specialized accrediting agency. The National League *for* Nursing Accrediting Commission ensures that AmeriTech College abides by the standards and criteria of the application process and general administration of nursing programs throughout various institutions.

Although AmeriTech College is a technical college, it has received numerous, positive reviews highlighting its “fast track” education and rate of employment after graduation. The employment rate within the state of Utah fluctuates each year; however, AmeriTech students graduate from the program in less than two years and can be ideal candidates when applying for a job.

Previous AmeriTech College students have expressed appreciation for the quick, efficient application process and acceptance into the program. One student, not named, stated, “I went to AmeriTech, I was in the first class that graduated and I had NO problem finding a job.”

Avoid spending years completing your pre-requisites while waiting to be accepted into an institutions program and apply to start your program now. With national accreditation, quality books and equipment, AmeriTech continues to record exceptional NCLEX pass rates. In 2010, AmeriTech College’s pass rate was 92 percent, comparable to higher degree programs within the state.

For more information visit our [website](#) and learn how to apply today.

About the Author

Kara Bendt writes for Fusion 360, an advertising agency that provides SEO to [AmeriTech College](#), a school that focuses on providing technical training to students who want to move rapidly into the workforce of medical professions.

APPENDIX 5 | *Client optimized article*

Why not AmeriTech?

One of the most popular sought after career choices for women in 2012, dental assisting gives an individual the opportunity to work chair-side while assisting a dentist or hygienist in performing their professional duties. AmeriTech's dental assisting college gives graduates the opportunity to sit for the certification examination offered by the American Medical Technologists in hopes of becoming an RDA (Registered Dental Assistant).

Providing students with comprehensive training experience, the dental assisting college at AmeriTech offers individuals a hands on approach to learning along with an emphasis on "real world" training in the dental assisting profession. The institution focuses on enhancing a student's competency of the profession while providing them with the technical training to create career opportunities while moving rapidly through the workforce.

With numerous employment settings available, most assistants work chair-side for general or specialty dentists. Further opportunities may include working in a dental public health clinic, hospitals, dental school clinics, insurance companies processing dental claims, community colleges, dental labs, and many more. The dental assisting college prepares students for the realistic responsibilities of a dental assistant in the professional field, such as the importance of reliability, being able to work well with others, and having a good manual dexterity.

Education Today, Career Tomorrow

AmeriTech College has a high employment rate for students upon the completion of their degrees. With quality education and "real world" classroom training, each student enters the workforce fully prepared, educated and ready to begin a potential career within the field of medical professions.

Students who have graduated from AmeriTech receive a degree in less than two years and are launched into the shark tank of applying for employment before prospects from other institutions. They are able to "beat the rush" of students who started similar programs at the same time and with their quality education and training, AmeriTech graduates become ideal candidates for positions within the field of medical professions.

Dental Assisting

For a rapid entrance into the workforce, training also includes patient preparation along with chair-side assisting, front office procedures, radiology techniques, laboratory procedures, and training on how to handle various dental materials. With 43 required semester hours consisting of 30 weeks of classroom training, followed by a 300 hour externship for a total of 45 weeks, the dental assisting college at AmeriTech puts an individual on the track to a successful career.

Earning a higher education should be exciting; avoid the stress of large class sizes and long hours, visit AmeriTech College and learn how you can apply today.

About the Author

Kara Bendt is a Masters student in the field of Professional Communications at Southern Utah University. She writes for Fusion 360, an advertising agency that provides SEO to [AmeriTech College](#), an institution of higher education that focuses on providing technical training to students interested in moving rapidly into the workforce.

APPENDIX 6 | *Client optimized article*

Who Is Stein Eriksen

When we hear the name Stein Eriksen, most of us Utahans think of the beautiful five star resort located in the heart of the Deer Valley Resort in Park City, Utah. What most of us didn't know is that the Park City hotel is named after an Olympic Gold Medalist.

The European-style lodge, located in the slopes of the Wasatch Mountain range, was named after former alpine ski racer and Olympic Gold Medalist Stein Eriksen. Born December 11, 1927 in Oslo, Norway, Eriksen dreamt of a luxury hotel complete with ski in and ski out accommodations, along with fine dining, spa services, and year-round recreation.

Eriksen was born with competitive blood running through his veins. His father, Marius Eriksen was an Olympic gymnast and competed in the 1912 Olympic Games while his brother, Marius Eriksen Jr., was an alpine skier who became a fighter ace during World War II for the Royal Norwegian Air Force. One of the best slalom skier's in the Norway Championship in 1949, Stein took bronze in slalom in the World 1950 Championship.

At the 1952 Winter Olympics held in Oslo, Norway, Eriksen won the gold medal in the Giant Slalom event. Along with winning a silver medal in the slalom race, he was the first skier from outside the Alps to win a men's alpine gold medal. Some of his other accomplishments include three gold medals from the 1954 World Championships while also being credited for devising "aerials," and revolutionizing the world of alpine skiing in America.

Being labeled skiing's "first superstar" for being handsome, stylish, and charismatic; Eriksen is known mostly for his down-to-earth personality and is quoted saying, "Be tough, be confident, but you will never be a whole and happy person if you aren't humble." Receiving the highest honor that the Norwegian government can give to individuals living outside of Norway, Eriksen was also knighted by the King of Norway with the Norwegian Order of Merit in 1997 for his contribution to his home country.

For many years, Eriksen worked as a ski-instructor in various ski schools across the country but he currently calls Utah and Montana home. He is now the director of skiing at the Deer Valley Resort and serves as a host at the premier Park City hotel named in his honor, the Stein Eriksen Lodge Deer Valley.

Book your luxurious vacation and stay at a lodge with five star amenities and a history of success. Visit our website for more information and be confident in your commitment to stay at this premier Park City hotel.

About the Author

Kara Bendt writes for Fusion 360, an advertising agency that provides SEO to the [Stein Eriksen Lodge](#), a five star hotel located in the heart of the Deer Valley Resort in Park City, Utah.

APPENDIX 7 | *Client optimized article*

A Five Star Wedding

Planning a wedding can be one of the most exciting yet most overwhelming tasks a bride has to complete. Trying to find the perfect location for a decent price along with catering and decorations can seem nearly impossible at times. Wouldn't it be ideal to find a beautiful venue set in the mountains with catering and decoration options? Wouldn't that help in attempting to avoid the wrath of a bridezilla?

Now I know what you're thinking, but yes, there is such a location. Be confident in the scenery and the venue you choose. Enjoy the experience and choose a five-star location; there is no better location to host a dream wedding better than the Stein Eriksen Lodge Deer Valley, one of Utah's elite Park City hotels.

The Stein Eriksen Lodge Deer Valley is a premier Park City hotel located mid-mountain at the Deer Valley Resort in Park City, Utah. The lodge is Utah's only Forbes Five Star, AAA Five Diamond hotel with its ideal location, ski in and ski out access to the Deer Valley Resort, and its luxurious amenities and accommodations.

With an inspiring environment that can help create special moments that will always be remembered, this Park City Hotel is the location every bride has dreamed of. In house wedding services and event planners help execute and plan each occasion to assure that everything within the venue's control is taken care of.

The Stein Eriksen Lodge Deer Valley offers two wedding package choices, the Classic and the Stein, both featuring the option of catering from world-renowned dining and any audio or video equipment needed. Both packages include hors d'oeuvres, gourmet dinners, and wedding cakes created by award-winning pastry chef Ann Giles Sweisford, however; additional services and options differ such as potential upgrades, dance floor options, etc.

Along with fine dining and exquisite scenery in a luxurious venue, the Stein Eriksen Lodge Deer Valley provides white cotton table linens, votives and napkins, as well as fine china. The guest or wedding coordinator will be responsible for additional wedding favors, such as place cards, and wedding decorations.

Enjoy the elegance of our five star venues and plan a dream wedding that will create memories for not only the happy couple but also every guest in attendance of the special event. There are indoor and outdoor accommodations so when the weather is perfect, your special day will be perfect as well.

Browse through the wedding and special events gallery to see our beautiful scenery and decorations for every special event. Visit our website and plan to enjoy your special day at Utah's five star Park City hotel.

About the Author

Kara Bendt writes for Fusion 360, an advertising agency that provides SEO to the [Stein Eriksen Lodge](#), a premier resort destination conveniently located mid-mountain at the Deer Valley Resort in Park City, Utah.

APPENDIX 8 | *Client optimized article*

Awnings: Saving Energy One House at a Time

As summer comes to an end, the dread of that final cooling bill weighs heavy on the minds of many home owners. The final months of the summer season tend to be the hottest, which means most air conditioners are cranked to high and cooling bills are through the roof.

For the home owners who like to plan for the future, consider home improvements that can save energy and cool the temperature of your home by as much as 15 degrees. Provide shade with stylish décor and save energy by adding residential awnings to your residence with Utah awnings.

Utah awnings can increase the comfort of your home by cooling the temperature inside along with providing a new popular and trendy home improvement tactic. Who said saving money doesn't have stylish results? A decorative awning is just what you need to spice up the décor of your home.

Not only does solar radiation seep through insulated walls, it is actually responsible for 20 percent of the load on an air conditioner due to reflecting through glass windows. By strategically placing a Utah awning over each window of the home, a home owner can reduce future cooling costs by up to 50 percent each year.

As cooling costs are reduced, the mechanical wear and tear on the home air conditioner is dramatically reduced, therefore increasing the life span of the AC. The American Society of Heating and Air Conditioning Engineers completed a study finding that a fabric awning can reduce heat gain within the home by 55 – 65 percent, which ultimately helps keep the home cool as well.

While attempting to cool the temperature of your home, consider shielding your possessions from sun damage. Have you ever had to replace a couch or expensive curtains due to extensive exposure to the sun? Carpets, curtains, couches, and hardwood floors can be significantly damaged due to “sun bleaching,” or the process of being exposed to harmful radiation for long periods of time. Protect your assets from harsh sun rays with a Utah awning and avoid the possibility of having to replace pieces of your home décor due to sun damage.

Face the facts, purchasing an awning in Utah can ultimately save you money, and energy in the long run. Join in the growing trend and add an awning to your décor today.

For more information on Utah awnings visit our website and apply for a free price estimate today. Your answers to saving energy and improving your home décor are just a click away.

About the Author

Kara Bendt writes for Fusion 360, an advertising agency that provides SEO to [Sugar House Awning and Canvas Products](#), a family-owned business in Utah that has manufactured and installed custom designed awnings and shade systems for over 70 years.

APPENDIX 9 | *Client optimized blog*

The Final Hike

Just before the treacherous months of snowfall approach, enjoy Deer Valley Resort's warmer side one last time. Across the leafy trails and through the aspen forests, take a hike along Utah's scenic mountainside.

Explore the Deer Valley Resort on an exciting hiking adventure while taking in the grand views of the Wasatch and Uinta Mountains. Experience an unforgettable getaway and consider one final hike before Utah's perfect powder covers the Deer Valley trails.

October 14, 2012 marks the date of the guided historical hike at the Deer Valley Resort. Enjoy the beauty of the resort with a free guided tour of the surrounding, mountainside trails. Lasting around three to four hours, the hike will cover moderately strenuous trails while also highlighting historical mining area's throughout the resort.

With the hike nearing six miles from start to finish, participants are encouraged to be in good shape, to wear appropriate footwear, use sun protection and to bring plenty of water and snacks. Reservations are not required but group size may be limited. Participants are also asked to meet near the base of the Sterling Express Chairlift, located mid-mountain at Silver Lake Lodge. The hike departs at 9:30 a.m. and arriving early to prepare for the adventure is encouraged.

For more information please visit our [website](#) to answer any questions you may have. Enjoy the beautiful, fall scenery Utah has to offer and embark on the final hike along the Deer Valley Resort trails.

APPENDIX 10 | *Client optimized blog*

Santa's Getaway

Everyone needs a little winter getaway, especially during the stressful holiday season. Don't run from the powdery bliss that winter weather can bring, enjoy it. Experience the perfectly powdered slopes of Utah's mountainside and roam freely across some of the "best snow on earth."

Now that you have chosen your perfect winter destination location, where can you stay in comfort and soak up the best scenery Utah has to offer? The answer is obvious, stay in luxury with us at Utah's only five-star hotel with a five diamond rating, The Stein Eriksen Lodge Deer Valley.

When to Take your Getaway

As the getaway planning continues, the final question to answer is when will your getaway take place? The answer: Why not take the family on a vacation when one of the most famous men of the holiday seasons will be in town?

That's right; Santa Claus himself takes his pre-Christmas vacation in Park City, Utah. Before preparing for a night of delivering presents, Santa will be visiting with guests at the Snow Park Lodge from 9 to 11 a.m. and at the Silver Lake Lodge from noon to 1:30 p.m. on Christmas Eve Day. Guests are invited to bring their cameras and take pictures with Santa as he prepares for a busy night sliding down chimneys and enjoying cookies and milk.

Park City is the perfect Christmas getaway location with beautiful scenery and numerous outdoor and indoor activities to enjoy. After spending Christmas Eve with Santa himself, wake up Christmas morning in luxury and visit our [website](#) to book your holiday getaway today.

APPENDIX 11 | Client optimized newsletter

News and Information

Deer Valley Resort<http://www.steinlodge.com/lodge>

FOR IMMEDIATE RELEASE

September 17, 2012

Ski at the Deer Valley Resort

Enjoy opening day on the slopes of one of North America's top rated resorts

As the contagious ski-itch begins to spread throughout the early winter months, avid ski-goers anticipate opening day to roam the powdery trails of the Deer Valley Resort.

Opening day of the 2012-2013 ski season at the Deer Valley Resort is December 8, 2012. Keep in mind that the date is subject to change depending on weather. Fingers crossed for early snow storms that can lead to an earlier opening day date.

Skiing is one of the biggest tourist attractors for Park City and the Deer Valley Resort, so the anticipation for ski season is not only from the ski goers, it is also from the hotels and other businesses surrounding the beautiful resort. To buy your lift tickets, visit the [Deer Valley Resort](#) online and reserve your tickets for opening weekend.

The Deer Valley Resort is an ideal destination for skiers across the country because of its rank as North America's best ski resort in SKI Magazine for the past five years. Due to a high interest rate in the resort, Deer Valley limits the number of lift tickets sold each day. Pre-purchasing tickets online is recommended throughout opening weekend and the first few weeks of the season due to large crowds of anxious skiers.

The resort tends to get crowded during the first few weeks of the season because it is a premier destination due to the fact that it is one of only four ski resorts left that are solely ski-only resorts. The Deer Valley Resort chooses to remain a ski-only resort to allow skiers to roam freely across their slopes and enjoy a mountainside without snowboarders.

Opening weekend will also include a Celebrity Skifest event beginning Saturday at noon and ending with a Pro-am race beginning Sunday at noon. A great event bringing Olympic legends and television stars together to participate in a friendly, competitive event, the Celebrity Skifest is a great way to enjoy the crisp, winter air and watch celebrities compete on one of North America's favorite slopes.

The Deer Valley Resort strives to deliver ski excellence and a comforting, luxurious experience. With some of the best training instructors and lodge amenities, the resort has become an ideal vacation destination. For more information on opening day, visit the [Deer Valley Resort](#). For information on some of the resorts premier lodging opportunities, please visit our [website](#) to book your five-star vacation.

APPENDIX 12 | *Client optimized newsletter*



News and Information

Sugar House Awning and Canvas Products

<http://www.sugarhouseawning.com>

FOR IMMEDIATE RELEASE

October 1, 2012

Order Custom Made AC Covers and Cooler Covers Today for 1 - 2 Day Shipping

Winter is Here, Prepare your AC or Cooler for Safe Hibernation

At the risk of stating the obvious, the winter months have arrived. Are you prepared? Have you got everything “covered” in preparation for this winter’s first snowfall?

Sugar House Awning and Canvas Products is the elite Utah awning provider that also specializes in numerous custom made products. Made with quality, heavy duty fabrics and materials, each product is designed to satisfy the customer and ensure efficient protection and durability.

You might ask, what do Utah awning products have to do with AC covers? The answer is simple, Sugar House products also make high-quality AC and cooler covers. One of the country’s leading manufacturers of custom made air conditioner and cooler covers; the Utah awning provider has been supplying custom canvas products to HVAC manufacturers, contractors and home owners since 1941.

Sugar House Awning and Canvas Products continue to ensure customer satisfaction by including a cover shipment guarantee of 1-2 business days. Why wait 4-6 weeks for a cover when you can order online today and receive your cover in a matter of days? Master craftsmen begin working on your cover the moment you place the order and take pride in following the motto of, “do it well and do it fast.”

With over 70 years of experience and a five year warranty, the Utah awning provider guarantee’s a 100 percent satisfaction rank. Along with numerous color and fabric options, each cover is made of breathable, durable fabric to keep air in and moisture out. The one of a kind cover designer allows each customer to specify the exact size of their AC unit along with its location and any surrounding pipes or hoses that may require special cut outs. This ensures a perfect fit almost every time and because of the breathable fabric, the Utah awning providers are able to fit the cover from the top of the AC to bottom in hopes of keeping snow, dirt, leaves and other debris out of each cooling unit.

For years, Utah awning prices have left customers amazed and satisfied. Quality service and products are important but often pricey. With top quality products, service and affordable prices, Sugar House products can't be beat. Heavy duty, industrial fabrics provide years of protection and a five year warranty builds a trust with customers most companies fail to create.

Your custom AC or cooler cover is waiting for you, order now and receive it in 1-2 business days. Cover your assets before its too late, visit [Sugar House Awning and Canvas Products](#) for more information.

APPENDIX 13 | *Client optimized newsletter*



News and Information

AmeriTech College

www.ameritech.edu

FOR IMMEDIATE RELEASE

October 5, 2012

AmeriTech Receives NLNAC Accreditation

Earn your nursing degree from an institution with accreditation from the National League for Nursing Accrediting Commission

Some of the most rewarding careers are those in which helping others is one of the main priorities within the job description. Being the cornerstone of the nation's health care system, nurses offer care and comfort to medical patients. While performing various tasks and assisting medical professionals, nurses are essentially the back bone to most medical facilities.

In order to become a nurse, an individual must complete a degree of higher education in the field of nursing while also passing state certification exams. The completion of this credentialing process prepares nursing students for success within a professional environment and for real life experiences within a medical facility.

Avoid the painful process of waiting to be accepted into a nursing program at a university and enroll in the nursing program at AmeriTech College. AmeriTech College focuses on providing technical training to students who are interested in receiving a fast education to launch them towards a rapid entrance into the professional workforce. Students will receive advanced, hands-on training to prepare them for a successful future in a career with economic stability and room for growth.

Pleased to formally announce the nursing program's attainment of a grant of accreditation from the National League for Nursing Accrediting Commission (NLNAC), AmeriTech College provides quick, advanced training for nursing students looking to receive a degree and enter the workforce in a matter of months. Found to be in compliance with all of the regulations and standards set by the NLNAC, the nursing program has been awarded a five year grant of accreditation, making graduates more marketable when reviewing employment opportunities post graduation.

The NLNAC is responsible for accrediting institutions across the nation and holds superiority throughout nursing programs within the system of education. Ensuring that each program meets standard requirements and provides an adequate education that prepares students with the skills and knowledge required to succeed in the field of nursing, accreditation from NLNAC has put AmeriTech College on the map of ideal west coast technical institutions and will strengthen its validity within the educational environment.

AmeriTech strives to deliver quality education with a hands-on approach to "real world" classroom training. Take a step in the right direction and enroll in the nursing program at AmeriTech College and begin receiving an accredited education on the path to a successful future in a field of economic stability and room for growth.

APPENDIX 14 | *Client optimized story*

The Successful Path

Nothing is more stressful than maintaining employment in today's fluctuating economy. Building a career should be exciting and making the right career choice can be beneficial to maintaining stability within the professional environment. What kind of career has stability within today's market? The answer is simple, careers within the medical field.

With a 90 percent job rate after graduation, AmeriTech College is where you can begin a healthcare career that benefits you and makes a difference for others. It is a practical education to provide training and skills to students interested in employment within in-demand careers.

The Experience

Through quality training and education, AmeriTech College prepares students with the necessary skills, knowledge and dispositions to become competent professionals within their chosen field of a healthcare program. In preparing students to become integral parts of a health care team, the institution provides comprehensive programs focused on training with ethical and professional standards to give graduates the upper hand when applying for employment after graduation.



AmeriTech College also provides externship and clinical experience opportunities to ensure that graduates are well prepared and confident in their abilities to succeed within a professional, healthcare environment. By creating an ideal learning environment, the institution also strives to provide students with applicable credentialing requirements for employment opportunities in the field of their choice.

Accreditation

Along with adequate training and quality education, AmeriTech College is also fully accredited. There are two types of educational accreditation, in which the institution obtains both. The first is "institutional" and ensures that each of the institution's sections contributes to the achievement of institutional objectives. The second is "programmatic" and refers to the programs within AmeriTech and ensures that they are accepted through the Council for Higher Education Accreditation along with the U.S. Department of Education.

The institution is also accredited by The Accrediting Bureau of Health Education Schools (ABHES), which means AmeriTech College is nationally recognized by the U.S. Department of Education under chapter 33, title 38 of the U.S. Code and subsequent legislation. This accreditation allows the institution to deliver diploma programs and Associates of Applied Science Degree programs to students graduating from the college.

To begin your journey on a successful path, consider higher education in a program with career opportunities with economic stability. [AmeriTech College](#) is the fast track to a rapid entrance into the workforce and with quality education and advanced training; it is the ideal path towards a better future.

APPENDIX 15 | *Client optimized story*

Trust the Best

It's about that time. Summer is over and it's time to consider packing up our recreational toys and prepare them for hibernation this winter. Do you have a boat? Are you looking to keep it safe this winter, away from harmful moisture and the damage it can cause? Utah boat covers have got you covered, literally.

Purchasing a boat cover can help preserve your recreational investment. It is important to research specific covers for your particular boat and the benefits it can have on protecting your prized, summer toy. A quality cover not only protects the upholstery and interior of your boat, it also protects the body from harmful UV rays during the summer days not spent on the lake and from moisture damage throughout the off season.



Quality Covers



When shopping around for particular cover providers, consider the best. Consider a provider with a quality, reliable product along with a reliable, experienced staff. Utah boat covers are made with quality marine or Sunbrella fabric that allows air in and keeps water out. For custom made snap-on covers and heavy duty tie-down covers, Utah boat covers are the ultimate cover provider in the Salt Lake area. Don't believe me? Let your eyes be the judge.

Utah boat covers may not be the cheapest in town, but by saving a few dollars now you can be spending more come this spring when your boat may have water or mildew damage. Trust the quality and experience of Utah boat covers. With a shop full of cover experts who have years of experience and a warehouse full of boats and future projects, it is inevitably money well spent.

Safe Hibernation

Along with heavy duty covers guaranteed to protect your beloved recreational investment, Utah boat covers also offer quality shrink wrapping to ensure safe hibernation for your boat this winter. For easy, one-time use, a blow-torch is used to seal the boat and keep water out. You can't go wrong with the facts, trust the best. To ensure happy customers, a Utah boat cover purchase also comes with two years of free repairs. Don't fear damage or issues due to neglect, Utah boat covers have got you covered.

This winter don't procrastinate, preserve your boat and keep it covered. Protect your investment and preserve your means for recreational fun next summer. Visit [Sugar House Awning and Canvas Products](#) to learn how you can prepare your boat for hibernation this winter.

APPENDIX 16 | *Client optimized story*

Sunday Funday

What's all the social media hype about "Sunday Funday?" It has become this popular phrase social media users use to describe the events that take place on the last day of the weekend, but what makes "Sunday Funday" different than any other day of the week?

When someone uses the phrase "Sunday Funday" there is one key trait that comes to mind that makes Sunday different from most days throughout the week. The first thing pictured is a meal placed strategically between breakfast and lunch: brunch. For most, Sunday mornings are sluggish and sometimes forgotten due to a deep sleep, Sunday mornings then become non-existent. For others, Sunday mornings start way too early due to church or other responsibilities. Either way, the ever popular meal of Sunday brunch exists in many households on a weekly basis.

The Glitretind

With that being said, Sunday brunch should be a meal spent relaxing with loved ones while enjoying each other's company. There is a perfect brunch location in the exquisite little restaurant located in Utah's very own five-star Park City hotel, the Stein Eriksen Lodge Deer Valley. The Glitretind restaurant provides guests with an extraordinary cuisine experience in a warm and elegant setting.



Being the only Park City hotel restaurant to win a Santé Restaurant award, The Glitretind is an ideal Sunday brunch location set mid-mountain at the beautiful Deer Valley Resort. Enjoy an award-winning dining experience and consider a brunch surrounded by the scenery Utah's mountainside has to offer when planning your next "Sunday Funday" activities.



End the Weekend Right

"Sunday Funday" has become an extension to weekend festivities and gives us a reason to keep our party pants on a little bit longer before replacing them with Monday's back-to-work office apparel. Feed the appetite of your final day of the weekend and enjoy a brunch at one of Park City's most luxurious hotels.

To download a dining coupon and make reservations, please visit the [website](#) and reserve your five-star brunch today.

APPENDIX 17 | *Client optimized story*

Fawning Over Awnings

As the summer season dwindles and fall approaches, we often wonder; how can I continue to enjoy the outdoors with this bitter Utah weather? Awnings in the state of Utah help local residents beat the heat and shield precipitation.

Home improvement expenses are never an easy decision: Do you need it? Is it necessary? These questions are always debated when considering a home improvement purchase. In order to be confident in the decision, you must justify the purchase. Purchasing awnings in the state of Utah, a state of four colorful seasons, can be considered to be one of the most justifiable expenses for a Utah home owner.



Utah Awnings provide five benefits of home awnings. First and foremost, they provide shade to keep the sun off of you, your family and your home. Not only can they provide shade, with the right fabric and color, they can cool the temperature of your home as much as 15 degrees. With that being said; awnings can also save energy. More energy comes from solar radiation through glass rather than insulated walls and is responsible for 20 percent of the load on your air conditioning. Adding stylish decor above your windows and glass doors can help lower your summer cooling bills each year.



As you begin to picture awnings above each window and door, picture the third benefit of home awnings; beauty. Awnings can beautify your residence by enhancing the look and style of your home. With unlimited combinations of style, color, and shape, they can complement your home while giving it a more sophisticated look.

Now imagine having more living space as a canopy over your patio provides an elegant extension to your home. Shield the sweltering heat of the summer sun or avoid letting a little rain storm ruin your BBQ plans while you enjoy the beautiful outdoors and entertain in style. Finally, don't forget to protect your assets. These products can also provide sun protection to the interior of your home. Ultraviolet rays from the sun can dry and fade upholstery, wood and carpets, and repeat home improvement expenses are frustrating and such a hassle.

Although summer has nearly passed, [awnings](#) can be a fun fall/winter addition to any home. Visit our website and learn more today.

APPENDIX 18 | *Client optimized white paper*

How to Become a Dental Assistant

Dental assistants are professionals who work closely with dentists. Along with assisting the dentist, dental assistants provide efficient dental services by preparing the patient for treatment while also sterilizing instruments, passing and operating instruments during the procedure, exposing dental radiographs, taking impressions and fabricating crowns. Essentially, the assistant becomes a dentist's extra hands allowing the professional to focus on the procedure itself.

With successful dental assisting colleges, the state of Utah, along with the rest of the nation, will always need dental assistants. People will always want to have their teeth taken care of, and in today's fluctuating economy, dental assisting is a profession that will most likely never be negatively affected or outsourced by technology.

Through a dental assisting college, a student can earn a degree to start a career and begin playing an important chair-side role for a dental professional during examinations and treatments. Dental assistants take the responsibility of preparing patients for dental treatments along with keeping them relaxed during each procedure and keeping dental records. Along with taking x-ray's, developing x-ray film and preparing tools for examinations, assistants also check patient's blood pressure and temperature before major procedures.

Entering the profession of dental assisting can be done by completing a course through a dental assisting college that meets program entry requirements. Upon course completion, which includes preparation trays of dental instruments, sterilization procedures, oral surgeries/treatments and patient preparation, a certificate is issued. A good dental assisting college will provide students with efficient patient care duties, such as anesthetic application, while also teaching them how to take dental x-rays, process x-ray film, operate computer dental software, perform patient exams, remove sutures, prepare materials for impressions and discard hazardous materials.

By becoming a dental assistant you can begin a career in one of few professions that have countless opportunities regardless of the state's economy. With good offered salaries and providing smart working environments, it is an opportunity to help others. In today's society, many dental professionals are looking for assistants who are willing to learn the trade and stay updated with current advancements along with performing basic procedures so that they can focus on more complicated procedures. Most dental assistants begin a career with above average statistics (subject to fluctuate):

- Starting wages vary around \$16.09 per hour
- Beginning salaries start around \$33,470 per year
- Required: Postsecondary non-degree award
- A 31 percent expected growth rate in available positions through the year 2020

If you are seeking opportunities to build a better future for you and your family, consider a program at a dental assisting college and increase your employment opportunities after graduation. It's your time to shine, apply today and graduate in less than two years.

Kara Bendt writes for [AmeriTech College](#), a technical college that focuses on providing students with advanced training to help them succeed in a rapid entrance into the workforce of medical professions.

APPENDIX 19 | *Client optimized white paper*

How to Become a Medical Assistant

Medical assistants are a vital part of healthcare. They perform administrative and clinical tasks to support medical professionals with routine tasks and procedures. Certain procedures include measuring vital signs, administering medications and injections, recording information in record-keeping systems, preparing and handling medical instruments and supplies, and collecting and preparing specimens of bodily fluids and tissues for lab testing.

Attend a medical assisting college and begin a stable career in as little as two years. With the opportunity to become registered or certified, medical assistants are among the top professions with massive perceived growth within the next few years.

An assistant program at a medical assisting college can be a beneficial way to receive a highly respectable degree along with increasing opportunities for a rapid entry into the workforce of professional medicine. A medical assisting college provides advanced training to students and prepares them to perform clinical duties and administrative tasks. Medical professional assistants also assist with medical procedures such as EKG's, blood draws and recording patient histories. Assistants working at surgery centers may also assist in minor surgical procedures and administrative assistants may perform duties such as making appointments, maintaining patient medical records and billing.


Varying in length, an education from a medical assisting college can take around one to two years to complete. Most two-year programs lead to an Associates of Applied Science degree (AAS) and includes advanced training in medical terminology, clinical procedures, first aid, record keeping and CPR training courses. Providing formal training throughout the duration of completing a degree, most employers prefer to hire medical assistants with training beyond a medical assisting college education; however, some facilities provide adequate on the job training. Medical assisting employment requirements include:

- Advanced medical training
- Program completion
- Certification
 - Available through the American Association for Medical Assistants and the National Healthcare Association


Consider a career in healthcare and begin helping others maintain and preserve the quality of life. With stability within today's fluctuating economy, a career as a medical assistant can benefit your future along with saving the lives of other individuals. Along with the growth of the field, average salaries of medical assistants continue to increase each year. Today is the day, make the decision and apply to a medical assisting college to begin a better future.

Kara Bendt writes for [AmeriTech College](#), a technical college that focuses on providing students with advanced training to help them succeed in a rapid entrance into the workforce of medical professions.


APPENDIX 20 | Client optimized info-graphic




FAMOUS DOCTORS
WHO MAY (OR MAY NOT) HAVE ATTENDED AMERITECH




LEXIE GREY
Grey's Anatomy
Degree: Surgical Technician
This surgical resident at Seattle Grace Hospital is known to be outspoken and reliable.




TONY GATES
ER
Degree: Medical Assisting
Tony is known for his flirtatious personality and stunning good looks.




Dr. HOUSE
House
Degree: Medical Billing & Coding
Now the Head of Diagnostic Medicine, House is known to be talented yet sarcastic.



Dr. HAWTHORNE
Hawthorne
Degree: Nursing
Christina Hawthorne is the head-strong chief nurse at Richmond Trinity Hospital. On TV.




Dr. SAM BENNETT
Private Practice
Degree: Personal Fitness Trainer
Sam is known as "Dr. Feel Good" around the office. He's got a gift of making people happy.



DENISE MAHONEY
Scrubs
Degree: Medical Assistant
Denis is a spunky, fun-loving intern at the hospital who has a bright future in healthcare.

YOU COULD BE NEXT. APPLY TODAY.



APPENDIX 21 | Client optimized info-graphic

iPhone 5

Specs, Rumors, and Comparison

Features

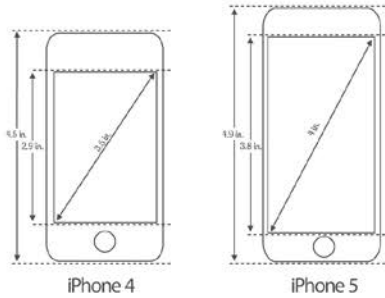










4G LTE 4" Display iOS 6 Lightning Connector A6 Chip

Dimensions



20% lighter 18% thinner

2x faster 12% less volume

Rumor Roundup

4G LTE	✓	A6 Chip	✓
4 Inch Retina Display	✓	New Earbuds	✓
Metal Back	✓	Two-tone Back	✓
Near Field Communication (NFC)	✗	Siri Update	✓
Smaller Dock Connector	✓	Called "The New iPhone"	✗
Thinner Screen	✓	Updated Camera	✓
Liquid Metal Case	✗	Improved Battery Life	✓
iOS 6 Update	✓		

APPENDIX 22 | Client optimized info-graphic

WHY YOU NEED A BOAT COVER

1 PROTECT FROM RAIN

Boats exposed to heavy rain need to be drained & dried out to avoid growing mold or mildew.
Rain that gets into boats can get into the pipes & cause harm to the inside of the boat.

2 PROTECT FROM ROAD DEBRIS

Towing an exposed boat can cause rocks & debris to fly up & chip it.

3 PROTECT FROM UV RAYS

UV rays not only damage skin, but can cause the paint & coating to fade as well.
Sun & UV rays can wear out the seats of a boat very quickly.

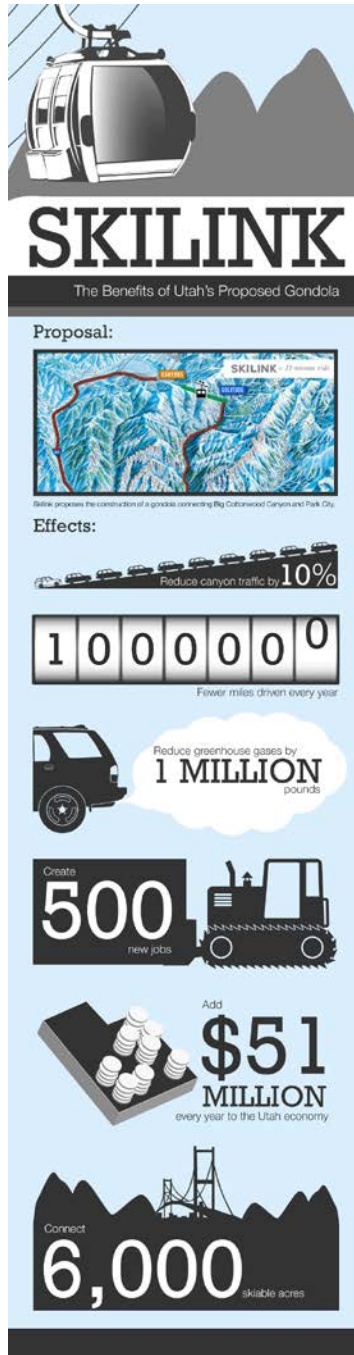
20" Custom Boat Cover:
\$500

20" New Boat:
\$8,000

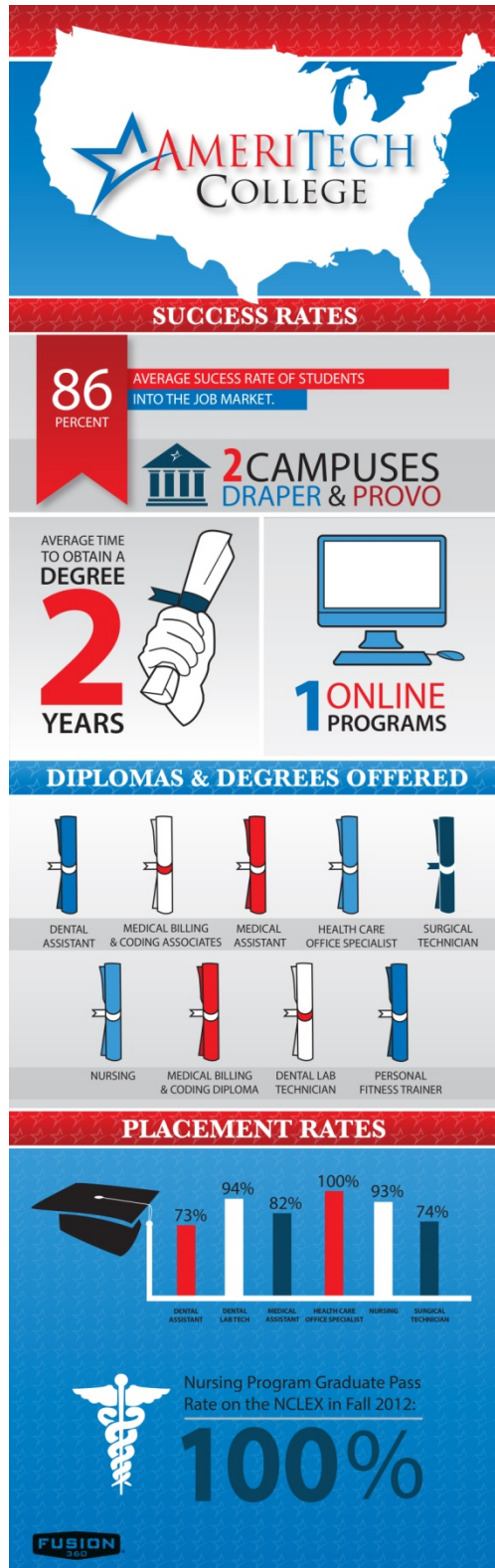
Which one do you want to buy?

FUSION 360

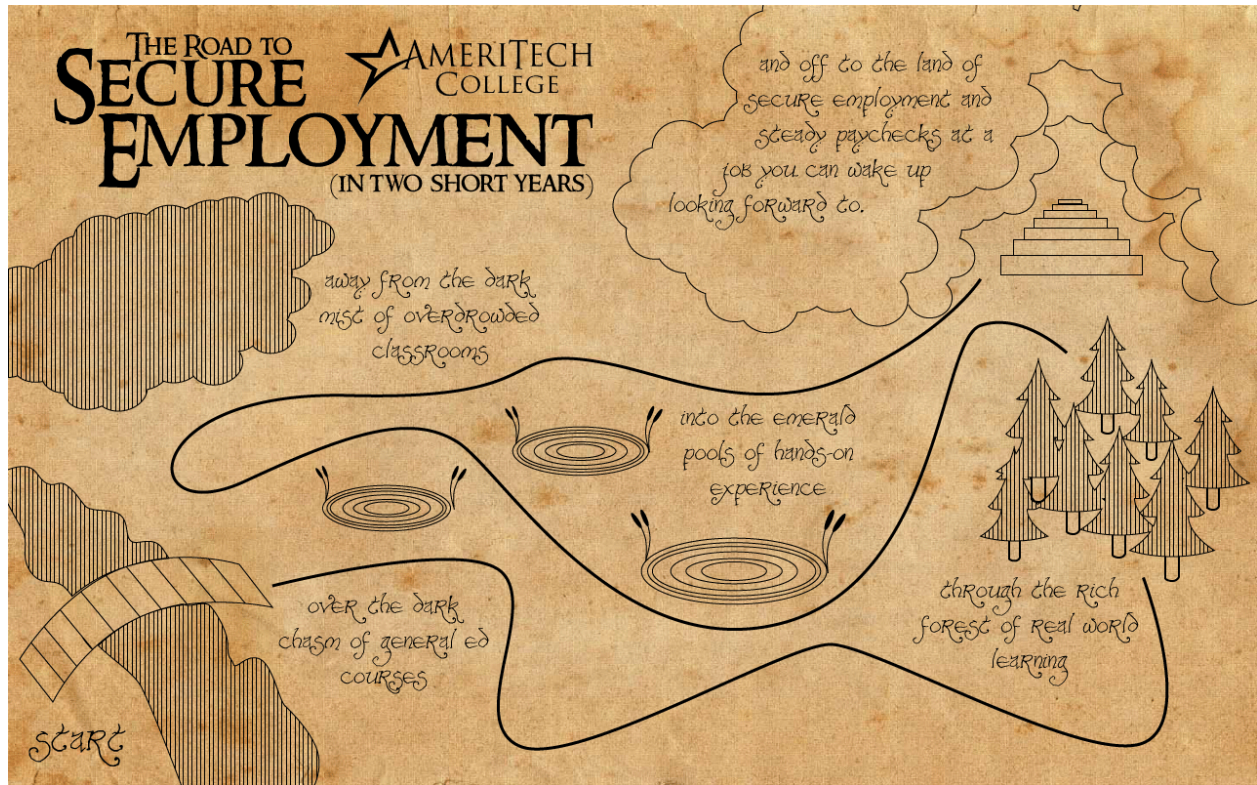
APPENDIX 23 | Client optimized info-graphic



APPENDIX 24 | Client optimized info-graphic



APPENDIX 25 | Client optimized info-graphic



APPENDIX 26 | *Client Proposal*



DATE: 1/7/13
 CLIENT: Junk Jr
 PROJECT: WEB-SITE DESIGN
 DOMAIN: www.JunkJr.com

Step	Projected Hours	Additional Hours
Website Analysis		
Needs Assessment From Client		
Analysis of current website		
SWOT If applicable		
Keyword Research	1	
Internal Meeting About Strategy		
Site Plan		
Hosting Decision		
Site-map		
Wireframe		
Meeting with designer		
Design (Change Colors)	0.25	
Client Approval		
Content Creation	4	
Client Approval of Content		
Programming		
Programming Meeting		
Setup Preview url		
Download Wordpress		
html for home page		
Setup CSS files & other assets		
html for sub-pages		
html for other template pages		
Setup Wordpress with Sql Database		
Activate Wordpress on preview url		
Set up necessary plugins		
Set home page in Wordpress		
Setup internal pages in Wordpress		
Use Wordpress menu section to set up menu		
Setup .htaccess file		
Import content	1.5	
import images		
Setup forms		
Programming Inspection		

Post-Programming		
Redirects urls from old site in .htaccess		
make sure index.com redirects to www.index.com		
gzipping (condensing files for indexing) if applicable		
Site-map		
Final proofing of website		
Test Forms for correct email address		
Run Xenu for broken links		
Title Tags		0.5
Meta Tag Descriptions		1
Alt Tags on images		1
Places Optimization		3
Launch		
Move Site from preview url		
Google Analytics		
		12.25
INVESTMENT		
Projected Hours		12.25
Hourly Rate		\$150
Total		\$1837.50
Additional Hours		\$150 per hour
TERMS		
Site will be built at no charge with a (12) month content marketing commitment.		
Additional hours will be billed at \$150 per hour.		

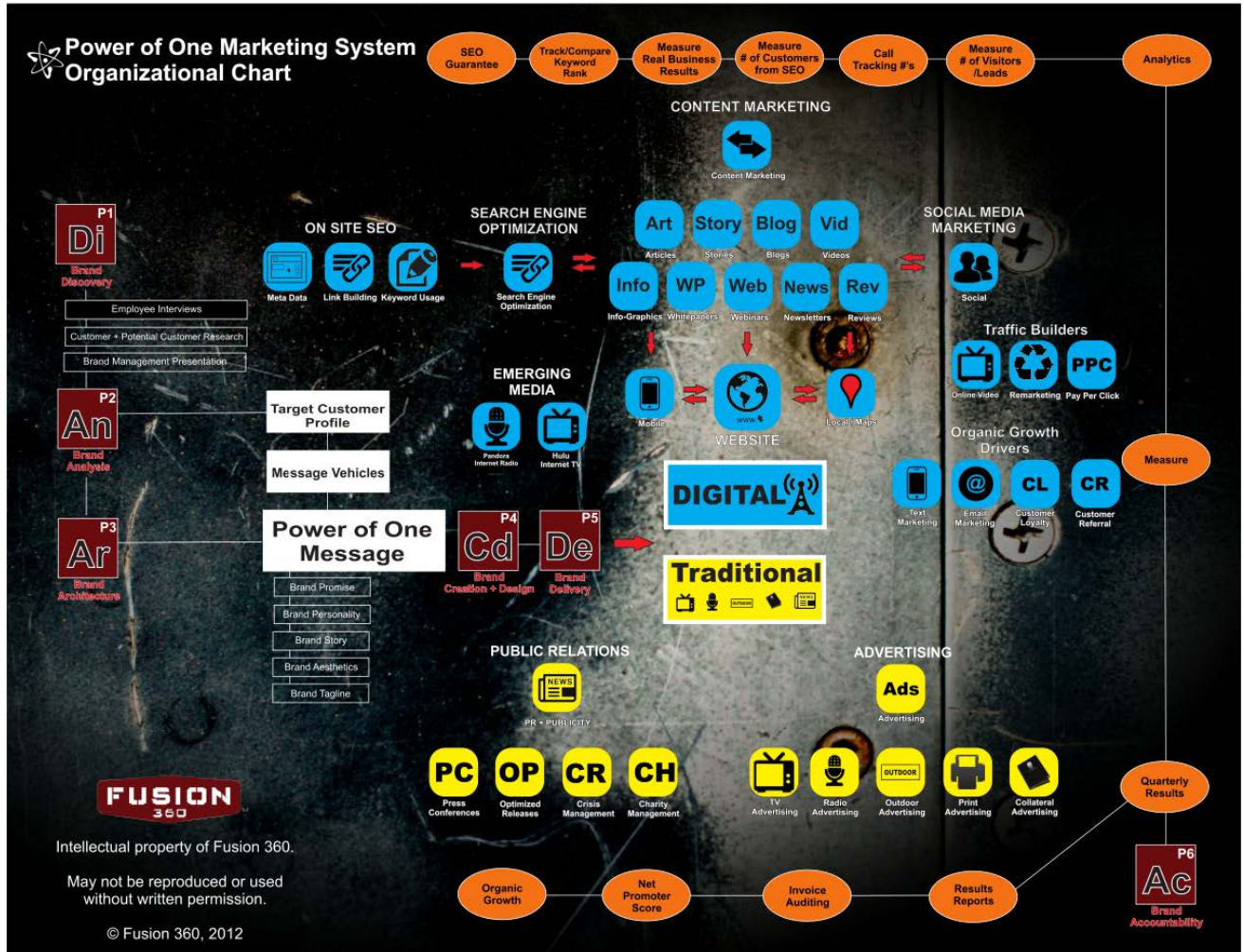
AGREED TO BY

PRINT NAME AND TITLE

DATE

APPENDIX 27 | 30k foot view process

“Power of One” Marketing message



APPENDIX 28 | *Time sheets*

TIME AND ATTENDANCE

Name	Kara Bendt				
Week 1					
Sunday					
Monday	4 Hours				
Tuesday	4 Hours				
Wednesday	4 Hours				
Thursday	4 Hours				
Friday	4 Hours				
Saturday					
	Total:	20 Hours			
Week 2					
Sunday					
Monday	4 Hours				
Tuesday	4 Hours				
Wednesday	4 Hours				
Thursday	4 Hours				
Friday	4 Hours				
Saturday					
	Total:	20 Hours			
Week 3					
Sunday					
Monday	4 Hours				
Tuesday	4 Hours				
Wednesday	4 Hours				
Thursday	4 Hours				
Friday	4 Hours				
Saturday					
	Total:	20 Hours			
Week 4					
Sunday					
Monday	4 Hours				
Tuesday	4 Hours				
Wednesday	4 Hours				
Thursday	4 Hours				
Friday	4 Hours				
Saturday					

	Total:	20 Hours			
Week 5					
Sunday					
Monday	4 Hours				
Tuesday	4 Hours				
Wednesday	4 Hours				
Thursday	4 Hours				
Friday	4 Hours				
Saturday					
	Total:	20 Hours			
Week 6					
Sunday					
Monday	4 Hours				
Tuesday	4 Hours				
Wednesday	4 Hours				
Thursday	4 Hours				
Friday	4 Hours				
Saturday					
	Total:	20 Hours			
Week 7					
Sunday					
Monday	4 Hours				
Tuesday	4 Hours				
Wednesday	4 Hours				
Thursday	4 Hours				
Friday	4 Hours				
Saturday					
	Total:	20 Hours			
Week 8					
Sunday					
Monday	4 Hours				
Tuesday	4 Hours				
Wednesday	4 Hours				
Thursday	4 Hours				
Friday	4 Hours				
Saturday					
	Total:	20 Hours			
Week 9					
Sunday					
Monday	4 Hours				
Tuesday	4 Hours				

Wednesday	4 Hours				
Thursday	4 Hours				
Friday	4 Hours				
Saturday					
	Total:	20 Hours			
Week 10					
Sunday					
Monday	4 Hours				
Tuesday	4 Hours				
Wednesday	4 Hours				
Thursday	4 Hours				
Friday	4 Hours				
Saturday					
	Total:	20 Hours			
Week 11					
Sunday					
Monday	4 Hours				
Tuesday	4 Hours				
Wednesday	4 Hours				
Thursday	4 Hours				
Friday	4 Hours				
Saturday					
	Total:	20 Hours			
Week 12					
Sunday					
Monday	4 Hours				
Tuesday	4 Hours				
Wednesday	4 Hours				
Thursday	4 Hours				
Friday	4 Hours				
Saturday					
	Total:	20 Hours			
Week 13					
Sunday					
Monday	4 Hours				
Tuesday	4 Hours				
Wednesday	4 Hours				
Thursday	4 Hours				
Friday	4 Hours				
Saturday					
	Total:	20 Hours			

Week 14					
Sunday					
Monday	4 Hours				
Tuesday	4 Hours				
Wednesday	4 Hours				
Thursday	4 Hours				
Friday	4 Hours				
Saturday					
	Total:	20 Hours			
Week 15					
Sunday					
Monday	4 Hours				
Tuesday	4 Hours				
Wednesday	4 Hours				
Thursday	4 Hours				
Friday	4 Hours				
Saturday					
	Total:	20 Hours			