



**Barker Enterprises, Inc.**  
*creating copy that doesn't croak*

## **Direct Marketing and Product Management – Web Content**

### **Connect with Your Customer**

Expectations continue to rise regarding how your products and services are explained and presented. Your customers have become sophisticated consumers of information and expect to be spoken to without pretense and puffery.

Let me help you create the pathways for your customers to connect to your product and your brand. Loyalty occurs when a customer understands your roadmap to giving them what they want. The challenge is to recognize the multiple audiences that you serve and to serve them well.

### **Key Questions for the Direct Marketer and Product Manager**

Ask yourself the following questions to pinpoint areas where I can help.

#### **About Web Content**

Is your message simple?

Does your navigation make sense?

Do you speak effectively to the different kinds of customers that you serve?

Creating effective copy takes time and focus. The message needs to stay true to your brand, but adapt to the format in which it is presented. Your website is the first handshake that you have with your customer. Do you want your first impression to be sloppy or professional, welcoming or staid? I can help you with what you say and how you say it. My partners can also help you position yourself on the Internet effectively using Search Engine Marketing so potential customers can find you.

For more information, contact me directly at [nbarker@barkerenterprisesinc.com](mailto:nbarker@barkerenterprisesinc.com).