

Serving our Community

At the time I left the YMCA, I was faced with the challenge that thousands of Americans are currently facing; what now? I applied for various job openings, volunteered for my favorite organizations, and I have done some work as a consultant. Then I attended a workshop in Dyersburg "Making Your Business a Destination". This workshop opened the eyes of my mind to the needs of the small business community.

I shared my vision with my

current business partner, Aleshia Owens. We researched tools and services that would assist the small business owner during an economic downsizing.

The need for affordable effective Web design was at the top of the list. The second was to provide resources to assist small businesses with the challenges they face. The last was to provide outsourcing services that a small busi-

ness only needs occasionally.

To address the challenges, we created and attached a resource page to our Web site. These links can provide solutions to complex questions of small business owners.

[Review our list of services on the back.](#)

IDesign

The Business Link News



Traditional retailers do not need the latest research to know that a Web site is a necessity to compete in today's market. How important is a Web site in today's economy? According to a New York-based retail research firm NPD Group, which drew its findings from a sample of 1,791 consumers, found that about 97 percent of consumers with Web access use the Internet in deciding to make purchases.

Of those consumers, 51 percent said they use the Web to decide on products, while sometimes making the purchase offline. Additionally, 84 percent of "occasional buyers" -- those who say they have made an online purchase only once in the past six months -- say they "shop" online but purchase offline.

Researchers have found consumers who don't typically purchase online use a retailer's Web sites to browse and decide what to buy. Although it may not result in a purchase at that

time, it often translates directly into an offline sale.

Jupiter Media Metrix of The NPD Group, studying 615 teenagers, found that while 89 percent had never made an online purchase, about 29 percent used the Web to research products before buying in stores. Teens routinely visit e-commerce sites to gather product information, even though they couldn't complete online purchases, lacking credit cards clearance. As a result, more business owners are carefully considering the influence of online window-shopping when developing ad campaigns. They incorporate consistent messaging across multiple ad channels -- even ones they don't anticipate offline buyers or teenagers to see. For example, teens spend almost as much time on Amazon.com as adults, even though few of those teens can make purchases on the site. Business owners are recognizing the value the Web has on influencing purchases that may take place offline.

Integrating online and offline channels are imperative for retailers trying to reach their customers and expand their customer base. Reports

suggest that Web advertising and marketing can have an effect on consumer behavior beyond immediate clicks. The Interactive Advertising Bureau and several of its largest publishers report that Internet ads can affect purchase intent and brand impacting both online and offline sales.

If having an Internet presence is so important, why don't more businesses have a Web site? Most fail to have a Web site because of the lack of knowledge and time to develop and maintain the site.

IDesign is dedicated to assisting small businesses with their individual Internet marketing needs. We take the stress out of developing a Web site: providing design, domain name registration, site maintenance and search optimization. Contact us at 901-837-6199.

**Food, Fun, and Friends
Celebrate**

Millington:

*Patriot Bank Conference Room ,
January 30, 2009, 11:00 A.M.*

Dedication: Pastor Ray Newcomb

South Tipton County

Patriot Bank, February, 2009

Free Services

Web Design Readiness Evaluation and Report—A web site is a marketing tool that needs development to accomplish its intended purpose which is to expand the customer base-line.

Grant Readiness Evaluation and Report—The number one aspect for preparing a grant is the prepared readiness of the group or non-profit organization. This assessment provides a report that is extracted from a review of the strengths and weaknesses of the group or non-profit.

Business “needs” Links—We have dedicated a full page to assisting established and new business with links that can assist them with a variety of business challenges. These links provide assistance for planning, development and addressing small business issues. (Exp. Choosing the right staff or templates for designing a business plan) If you have an issue not addressed, you can send us the question to research. When the answer is found, it can be added to the site.

Newsletter will address topics relevant to small businesses. *The Business Link News*

Margaret Patrick: Cell—901-849-0772 e-mail—margarette.patarick@earthlink.net

Aleshia Owens: Cell—901-606-3291 e-mail aleshia_owens@yahoo.com

IDesign Phone Number: 901-849-0772

Web Site: idesignbusinesslink.com Type our address in your browser and visit our site.

Fee Based Services

Web and Internet

Web Site Readiness Assessment—Evaluate strengths, weakness, competitors and identifying marketable difference.

Web Strategy Consultation

Web Design—The “WOW” of a website.

Website Content—Content is golden. Though the website design is the first thing to catch a visitor’s eye, the content is what will cause them to stay and bring them back to visit and revisit your site.

Publish Site—submit site...pre and post site analysis are conducted

Web Site Up-dates and Management—monthly changes to your website will insure repeat visitors.

Local Directory Listings—Use free and local directories to increase site visits (example: local. yahoo)

Website Optimization—listing with search engines such as Yahoo and Google

Consider IDesign for your outsourcing projects or to fill temporary employee vacancies or those staff vacation needs.

Small Business Assistance

PDF Binder/Portfolio Conversion

PowerPoint Preparation—Assimilation, and Development Document

Project Worksheet Development—Timelines, with Quick Links to save time traveling between documents. You will never need to look for a document that is relevant to a project again.

Special Event Planner—We plan, train staff and volunteers, and/or execute your event

Workshops

Organization and Time Management—Developing organization and time management skills for successful best practices.

Project Development—Timelines, worksheets from beginning to end.

Team Coaching for Effective Performance—Team Mapping and Goal Setting

Special Events—(coaching, planning execution and evaluating): Notebook With Template Provided

Non-Profits

Nonprofit Letters of Inquiry
Nonprofit Corporate Letter Requests
Proposal Critique and Review
Grant Readiness Assessment and Report
Grant Prospect Funding Research and Internet Search – Compatibility Report Provided
Grant Preparation, Submission, Up-date and Final Reports
501-c (3)—Preparation
Special Events Coaching

THANK YOU

I want to thank Teri Flannagan, Ordis Copeland, as well as the new Chamber President Cary Vaughn for their support and encouragement as we open our new business. Another special thanks goes to the members of the Millington Rotary Club, my Church family at First Baptist Church and Rosemary Bridges of the South Tipton Chamber of Commerce.

Without our many friends, family and confidants, IDesign Business Link would only be a dream.

Margarette Patrick