



Endorphin Advisors Launches New Online Marketing Services

Engage Your Customers and Draw Them to You!

Albany, NY – February 16, 2011 – Endorphin Advisors announces launch of new online information marketing packages to help small and mid- sized businesses leverage the most powerful web marketing techniques in use today.

These services are designed to attract target customers online, using the latest search engine and information marketing methods.

“While most small and mid-size businesses are feeling pressure to use social media tools such as Twitter or Facebook, the vast majority of them are missing a more direct opportunity – providing good, useful information on their websites,” says Erik Bunaes, President, Endorphin Advisors. “Real people use search engines such as Google and Bing every day to find information, to research potential purchases and to learn how to accomplish many different types of tasks. This is the time – very early in the buying process – where you want to connect with your potential customers.” Here’s how it works.

Information or Content Marketing Report

With your input, we create a professionally produced, information-rich, search engine optimized report that you’ll be proud to offer as a free download on your website. You can also print as a hand-out for trade shows or for your sales team and enclose in proposals.

The Information Marketing Report can include useful information, such as:

- important industry news and current product information
- how-to tips and checklists
- toolkits, calculators, worksheets
- other useful facts and tools for decision-making

Endorphin Social Media Package

A well-rounded social media marketing program can give you multiple, proactive contacts with your target customers, when they are searching for information, which can help you:

- generate new leads and sales
- increase your visibility and create new visitors to your website
- showcase your expertise and enhance credibility
- create rapport with customers and prospective buyers

Helping Business Take Big, Bold Steps Forward™

We designed a well-rounded starter package to make getting the benefits of social media easy, including blog posts, an active presence on key social media venues and a monthly email newsletter.

Special bonus: To get you off to a strong start online, we include with every Endorphin Social Media Package a complimentary Web Marketing Audit. This is a thorough 10-step review and rating of your website, blog, social media and SEO efforts. The Web Marketing Audit includes detailed, written findings and recommendations to improve your online marketing.

For more information, please visit www.EndorphinAdvisors.com or contact Erik Bunaes at 518.250.9035 or erik@endorphinadvisors.com.

For more about these services:

Social Media Services: www.endorphinadvisors.com/ourwork/social-media-services.html

Information Marketing: www.endorphinadvisors.com/ourwork/information-marketing-service.html

About Endorphin Advisors

Endorphin Advisors is a unique management consulting firm and marketing agency. We help businesses develop and implement short and long-term strategic plans, while also providing day-to-day business development, strategic and tactical marketing and financial consulting services to select clients.

Endorphin Advisors specializes in online (inbound) marketing; online lead generation strategies and programs; content development and online distribution; development and management of all web properties, including web sites, blogs, social media and email marketing tools.

Started in 2005, and recently re-located from Silicon Valley to Albany, NY, Endorphin Advisors offers leadership and organizational development services for businesses committed to aggressive growth. We help develop all necessary operational, marketing and financial planning processes using proven processes and are proud to stand by our clients throughout the implementation and management stages of their growing, profitable businesses.

For more about how we can help you take big, bold steps forward, please contact:

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