



Endorphin Advisors Launches Web Marketing Audit & Report

Systematic, expert review and rating of ten different elements of web marketing strategy

San Rafael, CA – July 7, 2010 – Endorphin Advisors launches new Web Marketing Audit & Report which provides businesses a systematic, objective analysis of their current web marketing.

“The level of uncertainty surrounding web marketing is so widespread that an easy-to-use – yet powerful – tool, such as our new Web Marketing Audit, could really make a big impact on how successful businesses are in using the web to drive more sales, says Erik Bunaes, President of Endorphin Advisors.

The Web Marketing Audit & Report provides a review of ten unique aspects of a comprehensive web marketing strategy, and provides a rating, comments and recommendations for potential improvement. The audit also provides an overall score as well as a rating system against which your score can be compared.

The audit reviews company websites, blogs, use of social media, analytics, traffic analysis, advanced web tools and voice of customer.

“Particularly perplexing,” continued Bunaes, “is the enormous – yet unseen - shift in marketing tactics which we have seen over the last 2-3 years from ‘outbound’ marketing, to what is referred to as ‘inbound marketing.’ This dramatic shift to ‘inbound marketing,’ leveraging the web, is something that is really throwing a wrench in the works of many marketing plans and forcing businesses to find new ways of doing things to remain successful.”

For the month of July, the Web Marketing Audit & Report is offered free of charge. Additionally, a web marketing self-assessment tool will be made available online.

Request a Web Marketing Audit & Report today at <http://www.endorphin-web-marketing-audit.com>, or by contacting Erik Bunaes at 415.595.6813.

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 providing day-to-day operational, marketing and financial consulting services.

Helping Businesses Take Big, Bold Steps™

728 Union Street • San Francisco, CA 94133 • 415.595.6813 • www.endorphinadvisors.com

Founded in 2005, Endorphin Advisors offers leadership coaching and organizational development services, creates and implements innovative, visionary business and marketing strategies. Endorphin Advisors specializes in inbound marketing; lead generation strategies, programs and management; and content development for inbound marketing campaigns.

More information about Endorphin Advisors can be found at <http://blog.endorphinadvisors.com> and <http://blog.endorphinadvisors.com>.

Please follow Endorphin Advisors on Facebook (<http://www.facebook.com/endorphinadvisors>) and Twitter (<http://twitter.com/ebunaes>).

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