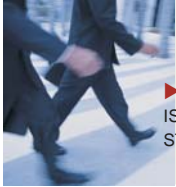




▶ WELCOME TO 210 FROM WALTER LARA ..... 1



▶ INTERNET MARKETING GOALS ..... 2



▶ STARTING A MAILING LIST IS EASY. THE ASHCO INC. STORY ..... 2

○ ISSUE | ○ JANUARY | ○ 2010

ADDRESSING THE NEEDS OF INDIVIDUALS AND PLANTING THE SEEDS FOR A SECURE FUTURE.

# e-MARKETING

From secured e-commerce to the implementations of powerful web tools, they are more likely to lead your customers to a satisfying experience.

## WEB

### Helping you achieve your marketing goals

Setting goals based on your client's and your organization's needs can dictate design and navigation choices and ultimately determine how you measure the return on investment.

There are some obvious standards you'll want to meet with your Web Design. Your website should reflect your brand, demonstrate the quality and relevance of your company (through fresh and modern look and feel) and be easy for your users to engage with. These objectives are simple to list, but making them a reality requires a thorough understanding of what you can and should achieve with your site.

By setting specific targets, related to the amount of time people spend on your site or the number of

repeat visits you get (for example), you can ensure that your website is a marketing tool and not just a pretty image.

**Steps Towards Goal Setting** – Understanding the Needs of Stakeholders.

Your goals and those of your visitors are not likely to be exactly the same. While a site visitor could be looking for specific information, for example, you would be hoping to somehow convert that website visit into a sale or get a user to download something specific.

The art of goal driven Web Design lies in finding the middle ground between these two interests – your visitor is more likely to perform an action if it simultaneously meets their own needs.



## Intraneting



I have to say I am very excited about the prospects for 2010. On Wednesday, Apple CEO Steve Jobs unveiled his company's newest technical marvel, the iPad, a much anticipated gadget that is supposed to transform the e-book industry. Google dominated the web in 2009, and proved integrated systems are the competitive advantage in doing business today. *Facebook* and *Twitter* social networks are now part of most business networks.

Intraneting has increased server capacity and bandwidth to meet hosting demand and emerging web services. **Phplist** is an open-source newsletter manager and it is a favorite, **PHP Admin** is robust database manager, and **Zen Cart** are among the products available in your Control Panel complementary to your hosting package- located inside **Fantastico**.

We welcome our new clients and look forward to work with you this year.

Walter Lara, MA, MBA, RBP, CIW



Ashco Inc. offers many different leasing selections. These properties are carefully placed in the main shopping and business arteries of the great Jacksonville metropolitan region of North Florida, Saint Augustine and surroundings. Visit them at [ashcoinc.net](http://ashcoinc.net)

**ASHCO Inc. Properties**  
904-242-9000

# Getting the most of your mailing list

*ASHCO Rental properties are filling up!*

ASHCO Properties is learning that it is not about how fast you can build your list. Granted, the sooner you build a mailing list, the sooner you'll start reaping additional financial reward. But adding names and email addresses at random just to get the job done quickly is not the way to go.

Customer leads need to be cultivated slowly and carefully. That's not to say there aren't methods that will speed up the overall process (we'll get to that in a few moments). Just don't make it your main priority.

Find the right occasion for the

right message. The true value of any opt-in mailing list is the way in which you use it. If you intend to merely blast ads and promotional messages at any given opportunity, you're once again wasting valuable time and energy.

It is not about "duping" people into joining your mailing list. Offering free incentives in order to get people to give you their name and email address is all well and good. Unfortunately, if you don't use the right incentive, you'll wind up with a list that has little or no future monetary value.

AHSCO uses **Phplist** to e-mail over 5,000 prospects a day.

## YOUR PET: Love vs. Discipline



Shelby Lara

This playful character is a Gator, fun, friendly, and travels more than most people I know – currently she lives in Austin Texas with her master, a travel nurse.

Send us a picture of your pet at [news@intraneting.com](mailto:news@intraneting.com)



*Eric Wiese*  
**REALTOR**

Our congratulations to Eric Wiese in his new position with COLDWELL BANKER DEVONSHIRE

Call Eric at 904-394-2000  
Cell 904-861-9586  
[ewise@CBWWcorp.com](mailto:ewise@CBWWcorp.com)