

INTERNET

From page 1

site with information for clients, such as the latest hair styles for women and men, new products and whatever make-up shades are currently in vogue.

“We are in constant contact with our marketing company and work with them throughout the month to add new features and promotions — anything we can do to expand the Web site we’re all for,” Ms. Drenzo said.

A spokesperson for Priority Marketing, Kim Geary said Web site traffic at Studio RK was up 25 percent in the last two fiscal quarters ending Sept. 30.

“There are several factors contributing to the success of the Studio RK Web site, including the launch of an e-mail marketing campaign,” Ms. Geary said.

The people who signed up to receive Studio RK’s e-mail blasts about additional specials and services was up 800 percent since the initiative began in early 2008. (Priority Marketing wouldn’t reveal the exact numbers per their clients request to keep the information private).

“(The percentages) indicate visitors are using the Web site as a resource,” Ms. Geary said. “We actually are able to track the Web site, and which pages are visited most often. The problem with marketing on television is there’s not a definite way to track who is coming in, unless they specifically mention (the ad). With e-marketing, you have clear numbers on who is visiting the site and how many times.”

Web-design firm CEO Mr. Katkin said that while a Web site is not the “end all of Internet marketing,” its power to inform and sell a wide range of services is appealing to businesses.

“A majority feel (having a Web site) is necessary, like a business card is necessary, as a tool to establish your business’s stature and legitimacy,” he said. “Many don’t realize how powerful a tool a Web site can be in growing one’s client base, selling products or services directly, or shortening sales cycles by providing information online.”

Studio RK plans to further enhance its site by allowing customers to book appointments with a stylist or nail

technician online.

NOISE CFO Mr. Sprecher said the kinds of Internet marketing that allow customers to be interactive with Web sites — such as scheduling appointments — is a great marketing tool, unique to the Internet.

“What you want to get to is a relationship with your customer that goes beyond just viewing the Web site,” he said.

For some of his clients in the hotel business, Mr. Sprecher designed their Web sites so customers can post photos of their vacations there online. Then, he said, they might tell their friends about where to see the photos. “That’s free advertising.”

Other businesses, such as Alive & Well (aliveandwellcenter.com), a holistic spa in South Fort Myers, promote an array of services on its Web site, including yoga classes, massage and health consultations.

“Everyone we refer to the Web site, they really like it and tell their friends about it,” said owner Thomas Preziosi.

He designed the Alive & Well site using Embarq’s Business WebSpace design portal. Recently, he won Embarq’s Best Business Web Site, a nationwide contest among businesses that use Embarq to create a website.

“The Alive & Well site utilizes a stimulating application of images tied to product offerings,” said Roman Blahoski, a spokesperson for Embarq.

“We encourage everyone to go to the Web site,” said Mr. Preziosi. “I’m just like ‘go to the Web site. You’ll get all the information you need.’ It’s not that I don’t want to talk with them, it’s just easier.

“They can actually see what an instructor looks like and get their bio before they even come in, which is nice, especially if they’re interested in getting a psychic reading or past life regression.

“You can reach so many people. And we have so many snowbirds here, too. So if they’re looking for a yoga studio to go to before they come down, they’ll research on the Web.”

Customers can also book appointments on the site, for example, for a pre-natal yoga class.

The Web site requires regular maintenance. In a seasonal flourish, visitors to aliveandwell.com will find snowflakes falling down over their monitors, as well as some holistic Christmas specials. ■

BUSINESS BRIEFS

Business news

► **Internal Medicine Associates of Lee County** has retained Deborah Shane, of Train with Shane, to assist its management team in defining, creating and integrating improved customer service, elevated team-building and the company’s brand philosophy into IMA’s user experience.

“The current business environment and future trends point toward the need for companies to keep employees motivated, upgrade their skills and unify customer service so that it is consistent. Strengthening the corporate culture and establishing team building that spans the generations currently active in today’s workforce will be other keys to the success of any company looking ahead,” said

Ms. Shane, owner/founder of Train with Shane.

Train with Shane recently worked on a customized program for the Reliance Bank management team. “She is motivating, enlightening and a breath of fresh air. You cannot leave a session without walking away with some new knowledge and a different approach to looking at things,” said Cindy Dodd, branch manager of the Reliance Bank in Lehigh.

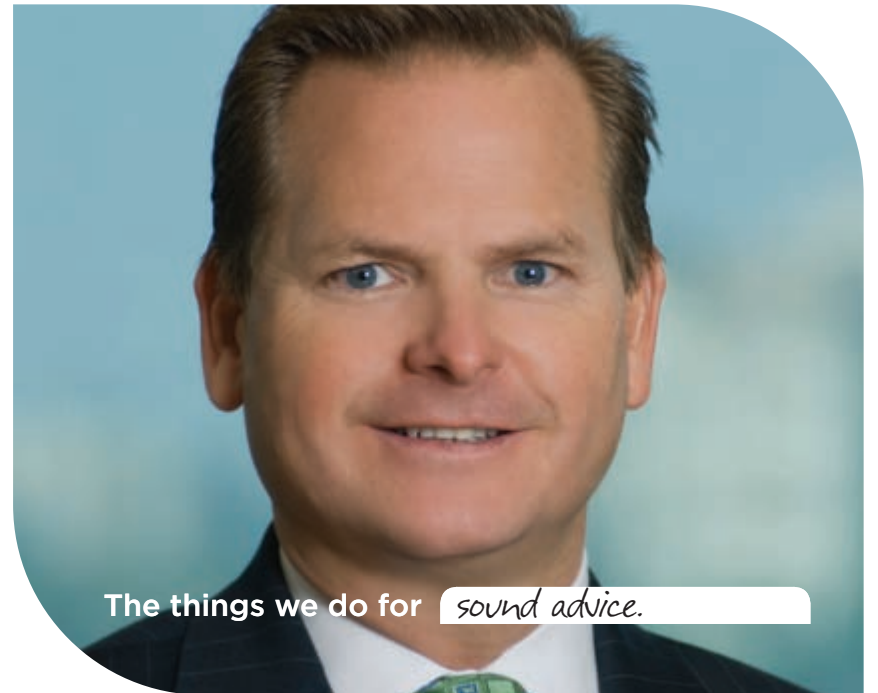
Red Salon and Spa is also working with the professional educator and master motivator to develop sales and customer-service training for both its Fort Myers and Cape Coral locations.

For more information on corporate training, workshops, or keynote speaking, call 939-1848. ■

Compass
Construction, Inc.
the obvious choice

COMPASS CONSTRUCTION, INC.
Design Build, Construction Management
& General Commercial Contractors

824 Lafayette St., Cape Coral, FL 33904-9031
239-542-7118 ~ www.compassconstruction.com



The things we do for *sound advice.*

WEALTH MANAGEMENT

We know that the complexities of the financial world can sometimes be a little overwhelming. That’s why we provide you with dedicated investment professionals. Meet Andrew Lenart, VP and Private Banker at Fifth Third Private Bank located in the Pelican Bay Financial Center. Andrew and his team of highly credentialed specialists provide wealth planning, investment management, private banking, risk management, and trust services. Put Fifth Third Private Bank to work for you. Call 239-593-3894 to arrange a consultation today.

Andrew Lenart
Private Banker, VP
andrew.lenart@53.com
(239) 593-3894



The things we do for dreams.™

Fifth Third Private Bank is a division of Fifth Third Bank offering banking, investment and insurance products and services. Fifth Third Bancorp provides access to investments and investment services through various subsidiaries. Investments and Investment Services:

Are Not FDIC Insured	Offer No Bank Guarantee	May Lose Value
Are Not Insured By Any Federal Government Agency	Are Not A Deposit	

Insurance products made available through Fifth Third Insurance Agency, Inc.

CopyLady
Take charge of your documents

239.939.5383

www.CopyLady.com 2020 Beacon Manor Drive, Fort Myers