



Spork Marketing Frequently Asked Questions *Simple, efficient, and effective marketing*

What's the deal with “spork” - what does a spork have to do with marketing?

We've written an entire [blog post about our name](#) that you can read for more information, but basically, it all boils down to this: *A Spork is a simple and effective device that does many things efficiently.* It is the perfect symbol for our company. It's memorable too – don't you think?

What makes Spork Marketing different than other internet marketing firms?

Some marketing companies will take on any client, regardless of the prospects of success. After our initial consultation we will share our ideas with you based on our experience and what we see in the marketplace. Our goal is to “move the needle,” and we won't advocate any strategy that we aren't completely confident in. Even more importantly, we won't perform services that have little or no chance of being effective. Reputation is important to us - we only want to have successful client relationships.

What are your specialties?

We specialize in search engine marketing (SEM) and search engine optimization (SEO). SEO and SEM are efficient, measurable, and usually highly effective. Aside from some forms of email marketing, we feel SEO and SEM are the best ways to spend your marketing dollars.

Since you specialize in SEO and SEM, why do you offer other services?

SEO and SEM go hand-in-hand with web design, PR, social networking, analytics, and content writing (including blogging), blog development, video marketing, etc. If you want to have any degree of success in SEO or SEM, you have to be able to do a little bit of everything.

What is your pricing?

Most of the descriptions for the services we provide include a basic cost estimate. Of course, combining more than one service (or purchasing one of our Spork Internet marketing packages) results in cost savings for us that we pass along to you.

Do you have a minimum budget?

Typically, we don't accept projects with a budget of less than \$500. However, this budget can be spread out over several months. Please contact us for a specific quote.

Do you have information about your company I can print out? Do you have a media guide?

Yes we do – you can download our complete media guide in ZIP format, or you can view our company one-sheet, portfolio, a brief description of our core services, and a short FAQ via pdf. Visit our media page for more information.