



## **Spork Marketing**

### ***Simple, efficient, and effective marketing***

<b>Executive</b>	Jason Lancaster, President
<b>Core Functions</b>	Online marketing including search engine marketing and optimization, web site design and development, blog creation and management, and related marketing and design services.
<b>Location</b>	Denver, Colorado
<b>Contact</b>	<a href="http://SporkMarketing.com">SporkMarketing.com</a> <a href="mailto:Jason@sporkmarketing.com">Jason@sporkmarketing.com</a> (877) 228-4708 toll-free

#### **Spork Marketing's Corporate Overview**

*"Everything should be made as simple as possible, but not one bit simpler."* - Albert Einstein

**Marketing, in it's simplest terms, is the process of connecting your business with people that need your product or service at the right time.** Logically, all marketing activities - sales, advertising, public relations, etc. - should be directed towards doing business. When you work with us, you'll find that's exactly how we operate.

Yet a **strong focus on results is not enough to guarantee success** - marketing must also be efficient. Traditional advertising is notoriously inefficient, leaving business owners to wonder just how many of their marketing dollars are being wasted. Indeed, John Wanamaker, the father of modern advertising, once quipped *"Half the money I spend on advertising is wasted; the trouble is I don't know which half."*

The good news is that marketing has undergone a revolution. **It is now possible to deliver the right message to the right person at the right time**, using a variety of digital advertising mediums.

At Spork Marketing, we combine modern efficient ad mediums with an intense focus on driving business, and we generate results. **We guarantee we can "move the needle."**

#### **Praise from Spork client Christine Swenson, VP of C.A.C.J.E.**

*"Jason and Spork Marketing have made it possible for a little non-profit with a long name to get on the web and really reach out to our target audience. Jason has great skill and patience, which is necessary for those of us (okay, me!) who don't know what we want but know we want it to look professional. Our little non-profit has used previous web designers and webmasters but we found Jason and Spork to be very responsive and attentive to our needs, to be helpful with suggestions for simplifying our site design, and to make our website useful for our members....thanks Jason!"*