



Spork Marketing Services *Simple, efficient, and effective marketing*

This is an abbreviated list of the Internet marketing services we provide. Please see our website, SporkMarketing.com, for a complete list of services and pricing.

Search Engine Marketing (SEM) - Advertising on search engines, also known as “paid search” or “PPC,” is a smart way to reach prospective customers in the buying cycle and one of our best marketing products in terms of ROI.

Search Engine Optimization (SEO) - Search engines generate two sets of results. One set are paid placements, and one set are considered “natural” or “organic” results. SEO is the practice of making sure a business is listed at or near the top of the organic results. Combined with SEM, SEO ensures that every searcher will find your business regardless of what search result (paid or natural) they click on.

Social Network Marketing - Social networks, such as Myspace, Facebook, and Digg, are incredibly popular—and for good reason. They offer people with similar interests the chance to socialize regardless of distance. With hundreds of millions of users, social networks offer an incredible marketing opportunity when used correctly.

Website Development – Spork Marketing offers website maintenance, management, and creation services – it's one of our core products.

Blog Creation and Maintenance - Blogs allow businesses to share specific messages while also encouraging users to interact. Spork Marketing offers a turn-key blog creation and maintenance package, including the use of a professional writer to generate blog posts on your behalf.

Video Marketing – Based on experience and testing, we have a variety of video marketing tools and formats that are successful and surprisingly affordable.

Automotive Marketing Services - Spork Marketing is uniquely positioned to provide marketing services to the automotive industry. Spork Marketing’s founder, Jason Lancaster, is an auto industry veteran.