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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

The Medium is No Longer the Message

By David Linberg

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The Bubble has burst. The honeymoon is over. The end of the innocence. Pick your cliché. Any way you slice it, the Internet Economy isn't what it used to be.

I prefer to look at the progression of the Internet thus far like a three year Summer of Love. Just like that Summer of '67 when the world's attention turned to the small bohemian district of San Francisco, blind optimism and subsequent overcrowding eventually caused the bubble to burst.

Fast-forward thirty plus years into the present, and we see that history has a funny habit of repeating itself. Gone are the days that companies with no immediate plans for profitability can boast billion dollar valuations. Gone are the days where it was OK that your only differentiation was merely being on the web. It seemed like it was OK to pay no mind to having a stable business model, a top-notch management team, or providing actual value

But online marketers have suffered the same fate. Just as our clients are forced to invest in justifiable marketing plans, we are challenged with creating them. We have to work better and work smarter to take advantage of the benefits the Internet has to offer to truly provide value to our clients. When things get crazy, it's always best to get back to basics.

Start With the Goal – Target your market with laser-beam precision. Find the hunger in your market and establish a realistic goal, in writing.

Create a buzz – This is what viral marketing is all about. Create alliances. Publish articles. Linkswap with similar minded sites. Participate in forums. Hit the newsgroups. Start an affiliate plan.

Optimize! – The offline world can't hold a candle to the online world when it comes to tracking results. Focus like a hawk on the progress of your campaign, but be patient enough to know that great marketing plans aren't built overnight.

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Diversify and multiply – Banners alone can't do all the work. What about sponsorships? Opt-in e-mail? Newsletters? Online contests? They all have to work together.

Don't exist in a vacuum – Any decent online marketing strategy should integrate with your clients' entire marketing plan. How does your online strategy work with your print ads, your PR, your collateral material, your tradeshow presence?

The winners in the new economy will realize that content is king. And whether the user accesses your content over their PC, WAP phone, PDA, Dick Tracy wristwatch, or Internet enabled boxer shorts, what's going to matter is whether they can find the information, not how they get it. With apologies to Marshall MacLuhan, the medium is no longer the message. Provide a truly compelling reason for your market to care about you and they'll do just that. The rules aren't any different. Neither are the goals. The ones left standing will be the ones that combine the old with the new

How Easy It Gets Ordering Customized Rubber Bracelets In Bulk Online

By Chris Angeles

Looking for a great fundraiser? Then maybe rubber bracelets are just the thing to promote awareness. Custom-printed rubber bracelets are a hit nowadays. These rubber bracelets usually carry colorful designs and names and slogans that relate to a certain cause. There are so many causes out there that these bracelets have been used on already.

These rubber bracelets are available in a wide variety of colors. There's this pantone chart wherein you can choose from a wide array of colors. You can even request for glow in the dark rubber bracelets. See how great these things are?

These rubber bracelets are cheap to make but in return they can be off great value for your fundraiser or for your cause. Hundreds of fundraisers have used rubber bracelets to promote their cause. Take the Lance Armstrong Foundation for example. They can also be used to promote your brand, company, band, or anything under the sun. Rubber bracelets can also help promote your school pride. Those are just some examples of uses of the rubber bracelets.

There are three types of rubber bracelets, imprinted, debossed, and embossed. Imprinted bracelets will have your message imprinted on the rubber bracelets. Debossed bracelets, on the other hand, will have your message recessed or engraved on the bracelets. They are similar to popular "Livestrong" rubber bracelets. Lastly, embossed bracelets' message will be raised instead of engraved.

These rubber bracelets come in three sizes, adult, medium and youth. Adult bracelets will have a circumference of 202mm. The medium bracelets will have a circumference of 190mm, and the youth bracelet will have a circumference of 180mm.

Prices of the rubber bracelets will tend to be cheaper as you shift from one price break to the other. The reason behind this is that if you order more bracelets, the mold fees and other set-up fees will be distributed to each additional rubber bracelet.

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Chris Angeles is the founder of Kulayful Silicone Bracelets. They customize silicone bracelets. They offer the lowest prices backed up by a pricematch guarantee of 5%. Visit them at



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