



# MERIDIAN

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## BUSINESS DEVELOPMENT SERVICES



### L. Lou Marshall

#### **Experience Matters**

In 1995 while working for an ISP, I started introducing local businesses to the idea of growing their company by using the Internet as a tool. Many dollars have changed hands since then due to the power of the Web. The tool has evolved and the way that people do business has changed tremendously. But some basic truths about marketing and sales remain constant.

My background includes time spent as a sales manager in the intensely-competitive consumer electronics industry. Retail management experience, working for an advertising agency and for various electronics manufacturers as a sales representative to their dealers, I've experienced the purchasing process from many different views.

Providing content for several areas of a high-traffic website for mothers taught me lessons that apply specifically to how to attract and engage an online audience. The company I worked for was purchased by Oprah Winfrey...now there's someone who knows how to generate success!

#### **Hire a Pro**

Working for start-up firms in various industries has provided me with an understanding of the challenges of making every dollar count. And I learned the hard lesson of trying to save money by doing everything myself. Oftentimes it cost me more than I saved...

Take a look at some of the websites where I have had the pleasure of contributing to their ongoing success. Then turn over the task of creating powerful copy for your website to Meridian.

National Association of Property Managers: <http://narpm.org/>

Craftsman Fine Homes: <http://www.craftsmanfinehomes.com/>

Best Western Olympic Lodge, Port Angeles: <http://www.portangeleshotelmotel.com/>

Best Western Olympic Inn, Klamath Falls: <http://www.olympicinn.com/>

Blue Mountain Electric: <http://bluemountainelectric.com/>

Windermere Property Management, Whidbey Island:  
<http://www.rentwhidbey.com/contact.html>