



A newsletter for the customers of Rochester Telemessaging Center

Healthy...

Walking at the mall is good exercise. If you weigh 150 pounds you can burn approximately 150 calories an hour.

You'd have to walk for six hours to burn off a classic cinnamon roll. Resist! Resist!



Wealthy...

When your list is finished and you've checked it twice, it's time to stop shopping. Know when you're finished, and avoid stopping by the mall "just to see what they have" – this can lead to making poorly planned purchases and blowing your budget.

...and Wise

Pack an alcohol-based hand sanitizer when you travel, and use it regularly. The germs on your hands are the single biggest threat to your health, any time of year.

That's because cold viruses tend to spread more from hand-to-mouth contact than through airborne droplets, making mall doors, escalator rails, elevator buttons, and ATM touch screens virus central.

Doing So Much More

Our industry is a well-kept secret! A recent conference focused on how to "Rebrand" our services so that people would pay attention to the new services we offer. This is not the first time we have tried to reinvent ourselves. We have tried Contact Center, Call Center, Telemessaging Company, and TeleServices Company, and we still hear, "Oh, this is a Telephone Answering Service."

Yes, we ARE an answering service (a very good one) and we do so much more in today's business environment than we could in the past. We answer e-mails, provide Chat for your website and work (through a portal you provide) directly in your software. We make appointments, check shipping and deliveries, take orders and bill your client's credit cards. We send information to you or your callers via smart phones, computers and voice. And, we answer phones, take messages and deliver them to the appropriate people just as we always have.

So yes, we are the Telephone Answering Service, but we can do so much more!

When It Comes to Increased Profitability, PPC is A-OK

Pay Per Click (PPC) advertising is a somewhat involved, yet highly profitable digital marketing model in which your ad is displayed on a Search Engine Results Page (SERP) when users search for a keyword related to your company. You are charged only when your ad is clicked.

AdWords is by far the most prolific PPC system, last year generating 95 percent of all paid search clicks from smartphones in the U.S. PPC ads come in a number of flavors, including:

- Text ads
- Video ads
- Product listings
- Display ads
- Mobile ads

PPC campaigns can be tricky to boil down into a few words, but in short:

They are cost-effective. The fee paid per click often pales in comparison to the leads and profits that are generated.

They provide instant gratification. Instead of clawing your way to the top of the SERP hill via organic search, PPC advertising can propel your company to first place almost instantaneously. You can also turn campaigns on or off at any given time with nothing more than a keystroke.

They are specific. The versatility of PPC allows you to fine tune your campaign's copy, keywords, timing, and even location to customers who are searching for the precise services your company provides. That means no more money and time wasted on the wrong people.

They are eye opening. Analysis of your PPC campaign's keyword traffic and conversion rates can subsequently be implemented to improve your website's organic SEO.

Note: PPC can waste a lot of hard-earned cash unless you can devote a lot of time to learning this new science and tweaking the ads on a regular basis. If you can't, you're better off having your marketing company handle this one.

