

HIGH *on* SUCCESS

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Many Happy Returns

HTCC Uses Your Key Events to Create Your Strategic Marketing Plan

Trade shows. Seasonal business. Plant shutdown schedules. Investment cycles. The combination of events that make up your business calendar is almost certainly unique. In other words - you won't find it in a marketing template or a one-size-fits-all approach. So whether you attend trade shows every May, manufacture artificial Christmas trees or cut back activity during employee vacations, there is a rhythm to your year that underlies your planning process.

HTCC works with you to identify those key events, then helps you draw a "marketing map" that routes your plan by way of your unique activities and maximizes your return on your marketing investment.

For example, the big driver of the year for one of our clients is an annual conference in May. The conference provides the client with significant marketing opportunities, putting them in contact with many potential customers of their particular product and generating more than 50% of their new business for the year. Truly a key event for this organization.

In the months leading up to the conference, the HTCC team focuses on planning and executing a complete package of marketing materials tied specifically to the conference. Materials include presentation abstracts, trade show booth, promotional items, and such collateral pieces as brochures and newsletters. Some of these collateral materials have a useful life beyond the conference, taking full advantage of the client's investment in the materials' production.

In addition to the marketing materials, HTCC plans and coordinates a special dinner held

during the conference for more than 70 of the client's best customers to solidify relationships and express appreciation for their business.

HTCC's "job" is not finished, however, once the conference is over. The client's HTCC-designed marketing strategy is a multi-step process that includes following up on the leads generated during the conference.

While the conference itself is the client's biggest activity of the year, it is by no means their only activity, and HTCC works with the client to map out a quarter-by-quarter strategy that supports the key events. These strategies might include:

- Developing or updating sales letters, PowerPoint presentations, or pricing models.
- Directing a public relations media campaign, using online tools to pique interest.
- Conducting planning meetings, online conferences, or executive visits.

One strategy that can support overall achievement of marketing goals is measuring the success of products and services through customer satisfaction surveys, a new service offered by HTCC. Measuring customer satisfaction levels allows you to fine-tune your strategies to align yourself more closely with your customers' needs. (For more details on our new service, see page 3.)

Before you head into the new year, consider including HTCC in your planning and budgeting process to help you refine and maximize your marketing strategy.

For information on how we can serve you, give us a call at 1 813 414 9435.

HTCC's President to Serve on National Council

Barbara Merkt, President, HTCC, has been elected to serve as a representative to the National Association of Women Business Owners' (NAWBO) Corporate and Economic Development Council (CEDC), representing NAWBO's Tampa Bay chapter.

CEDC builds relationships with companies interested in supporting - and doing business with - NAWBO's 7,300 women business owner members nationwide.

NAWBO's national corporate partners include AT&T, First Union, Jaguar, Kemper Insurance Companies, Office Depot, Principal Financial Group, Wells Fargo and Wyndham Hotels and Resorts.

www.htcc.com



Highly Recommended

Offering you counsel and suggestions on a variety of strategic marketing topics.

Entering a New Era
If you were to ask yourself what the following businesses or careers had in common, the answer would be obvious:

Blacksmith	Milkman
Drive-in movie owner	Pet rock salesman
Earth shoe manufacturer	Dot com shareholder


While some of these may still be around, they are certainly not careers

that most of us would choose today. And yet, there was a time when no one imagined that there would be little need for blacksmiths. Or that the skyrocketing Dot Com companies would be renamed "dot bomb."

The lesson here is that doing what you're good at is simply not enough. You could be the best blacksmith or milkman in the country, but if people no longer own horses and they buy their milk at the supermarket, you're out of business. You didn't change -- but the world around you did.

So whether you build a better mousetrap, sing a better song, develop

better software or even find a cure for a nasty disease, your success will depend in part on how well you understand the world around you -- and how quickly you adapt to changing conditions.

So when you ask us to write a brochure or build you a web site, we'll have a lot of questions for you. Like how that fits into your overall plan. Who is the audience for this project. How will you measure the results. And how do you know whether it's the right way to reach your world? Helping you stay off the list of extinct businesses is just part of the job. 

Contact Us

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**HTCC now accepts
American Express cards**

Online Survey Research Becoming Favored Methodology

Web-enabled surveys are quickly becoming a prime source for market research. When appropriate, online research can be an effective data collection tool by offering several advantages over such traditional research methods as mail surveys or personal interviews. Benefits of online research include:

- Ease of implementation - surveys can be delivered to anyone, anywhere, via the Internet and can be easily completed right from the respondent's desktop.
- Less expensive research methodology.
 - No outgoing or return postage fees.

- No costs for interviewers or complex computer-aided interviewing systems.
- No data entry fees.
- No letterhead paper required.

- Quick survey delivery - respondents receive their surveys immediately.
- Access to high-tech professionals who might otherwise be difficult to reach.
- More timely feedback from respondents, allowing for real-time reporting to clients.
- Survey completion not delayed by answering machines, caller ID or "no answers."
- Interactive data capture for rapid response validity.

What's in Store at HTCC?

HTCC and your marketing boutique™ are pleased to announce a new offering



Market research provides organizations with valuable information that enables them to reduce risk, discover opportunities and improve their business.

HTCC's mission is to improve our clients' visibility, image and condition as measured by improving results. One of the best ways to measure results is through a program that determines how satisfied your customers are with your products and services.

For this reason, HTCC now includes market research programs as part of the offering of your marketing boutique™. The research is conducted by our new partner, LFT Market Research Services, whose mission - to improve performance and market share - is directly aligned with ours.

Market research is an essential part of any marketing plan. Ongoing customer and employee satisfaction programs assist companies in a variety of ways, including:

- Improving customer satisfaction, return intent, and, ultimately, market share.
- Illustrating over time what is most important to customers and employees.
- Recognizing employees for loyalty and providing exceptional service, which improves employee satisfaction.
- Identifying issues or obstacles in a timely manner so immediate corrective action can be taken.

- Providing early detection of customer or employee satisfaction issues.

Types of market research projects

The type of market research program you implement depends on your particular organization's needs. Your choices include:

- Online, mail, personal and phone survey research
- One-time or ongoing research programs
- Customer and/or employee satisfaction programs
- Market analysis

Market research steps

While your market research program is tailored to your specific needs, the approach to each project follows an established sequence of steps:

- Design the research methodology
- Develop the questionnaire
- Collect the data
- Analyze the results
- Report on the results and analysis

Testimonials

According to LFT Market Research Services, their clients have benefited from market research in a number of ways:

- A medical industry organization received weekly satisfaction reports on services provided to patients. With reports in hand, the organization immediately contacted patients who rated key treatment elements as a "D" or "F" and corrected problems or made amends.
- A travel company used their customer satisfaction data to determine their employees' bonuses.
- A company in the hospitality industry used their market research data to create "healthy" competition among their various sites and increase customer satisfaction scores.


If you are ready to measure the success of your products and services among your customers - or even if you are just interested in learning more - please contact HTCC. We would be happy to work with you.

Partner Profile

HTCC partners with a variety of marketing experts to offer you innovative, creative solutions that meet your marketing needs. This issue, we profile:

LFT Market Research Services

With 40+ years of combined experience assisting clients with market research

projects, the professionals at LFT Market Research Services have the resources and expertise to help organizations improve performance and market share. LFT combines the latest technology, such as online data collection, with more traditional research methods, including mail and phone, to deliver both one-time and ongoing market research services. 



Our Corporate Identity

HTCC's visual identity was carefully chosen for its beauty, power and symbolism. Collectively, the elements of the image come together to convey an overall sensation of power,

excitement and possibility. Individually, each element represents an important aspect of the HTCC marketing vision.

A Global Audience


The darkened half-circle in the image represents the globe, emphasizing the "global" marketing made possible by new technologies.

The Speed of Light

The comet in our logo symbolizes takeoff: the ability to increase speed, power and intensity across time and distance. And helping our clients take off is what HTCC is all about.

The Sky's the Limit

The gradient from blue to black emphasizes the illuminating glow produced by the comet, suggesting a brighter tomorrow, full of possibility for those who want their business to *take off*.



HTCC joins in mourning the terrible losses of September 11. We hold the families of the victims in our hearts and our prayers. We honor the spirit of people around the world who have stood beside us. And we stand in awe at the unflagging commitment of the rescue workers.

Tag . . . You're It

How do you get search engines to send visitors to YOUR web site? Through the use of meta tags. Meta tags are non-displaying HTML tags that give you some measure of control over how search engines index your site and, thus, steer visitors your way.

Three types of meta tags that can benefit your company web site are:


Page Titles - Indexing your site with a variety of different titles gives your site the opportunity to be indexed multiple times on the search engine.

Rule of thumb - your page title should not exceed 69 characters, including spaces.

Description - This tag gives you the opportunity to control the description the search engine displays for your

site. Most search engines use only the first 200 characters.

Keywords - This is the most important meta tag. Keywords should include the words or phrases that your target audience might use when looking for the kind of help you can offer them. Good examples of keywords include your company name, office location(s), product name(s), and any trademarks your company holds. Also keep in mind affiliations or partnerships. For example, if you are an IBM partner, you might want to include "IBM partner" as one of your keywords. Rule of thumb - your keywords should not exceed 1,000 characters, including spaces.

For meta tag assistance, contact HTCC, experts in web site development and maintenance. 

Recent Project Activity

First Fidelity Trust Ltd.; Nevis, West Indies

www.firstfidelitytrust.com
Provider of professional and confidential offshore trust management.
HTCC developed and maintains First Fidelity Trust's web site, adding new information and application forms and enhancing web site visitor convenience.

Westminster, Hope & Turnberry, Ltd.; Bahamas

www.wh-t.com
Provider of a family of managed investment accounts, each with its own specific investment objective and investment policy.
HTCC updates fund performance data on the Westminster web site on a daily basis.

Mary Jane Stagi, P.A.;

Tampa, FL, USA
www.athomeintampabay.com
Specializes in luxury and waterfront real estate throughout Tampa Bay.
HTCC worked with Mary Jane Stagi to develop a unique brand and value proposition. We are executing that strategy with a new web site, marketing materials, CDs and more.

New Accounts

Innovative Computer Environments Inc. (I.C.E.), a woman-owned firm based in Tampa Fla., recently completed work on the nation's newest Network Access Point (NAP). Built by Terremark Worldwide Inc., Miami's

NAP will be the fifth Internet exchange point in the U.S., joining those in Washington, D.C.; New York; San Francisco; and Chicago. Established in 1997, I.C.E. provides technology companies and data centers with highly specialized interior solutions, including ergonomic-based furnishings, lighting, acoustics, audio visual, custom consoles, server management systems and a wide variety of rack enclosures. Terremark Worldwide charged I.C.E. with responsibility for creating an innovative, stimulating environment that seamlessly connected NAP's key presentation and operation centers.