



Please Read This Informational Packet To Learn About Our Services.

Mission Statement

Big Spring Media is a group of marketing consultants who are dedicated to helping local merchants grow their business through the use of online marketing and advertising services. We are a locally owned and operated firm who wants to see the area thrive by offering a service that many small businesses may have overlooked.



Here at Big Spring Media, we not only help you construct a webpage, but create an all inclusive online presence for your small business. We use different forms of online marketing and advertising methods that are specially designed for your business. These methods will attract attention from eager customers who want to take advantage of your products and services.

Partnering with Big Spring Media creates an opportunity to attract a broad range of people who are looking for your product or service, and convert them into your customers. We will work hand in hand with you to develop an online presence for your small business that is specifically designed to attract and inform potential customers about your business. Instead of just finding a map or phone number when potential customers search for your site on Google, we want them to find much more!

This packet will explain how our services benefit you and your small business by helping you find customers you didn't know you had.

-Building Your Website-

A website allows your customers to find your product or service anywhere in the world. Websites function as a digital billboard that represents your business on the Internet and informs potential customers that you exist. The vast majority of people now go to the Internet to find answers. Without a website and a Facebook business page, many small businesses are telling customers that they *don't* exist.

Our primary goal at Big Spring Media is to help small businesses not only find their place on the Internet, but also find potential customers in the process.

-Website Management-

At Big Spring Media, we believe in a “variety is the spice of life” approach to building your online presence. Every website needs to be able to change and adapt to customers' needs. That is why we not only build your website and develop your social media presence, but we can also keep it updated with any information that you feel is important as your business grows and adapts.

You could advertise a special that you want your customers to know about, or share interesting bits of information that you know your customers would be interested in. A website should not be a lifeless object that has only boring, static information on it. A website should convey what makes your products and services great. Big Spring Media will help you find the right angles to get your great services recognized.

-Advertising Campaigns-

We specialize in Internet advertising campaigns that target local people. This allows you to save money on advertising costs because we target potential customers that are already looking for products and services related to your business. When a company or business advertises on television, in a newspaper or on the radio, the message is also being sent to many people who are not interested in your product or service, which is an additional expense to your advertising budget. Our advertising campaigns target customers that are looking for a specific type of products and services related to your business, saving you valuable advertising dollars.

You get to decide how much you want to spend on advertising each month and we use our knowledge and experience to stretch every dollar you set for online advertising to its limit. We will also track your online advertising campaign, and get daily feedback to look at what works and what does not.

-Data Analysis and Interpretation-

While advertising is a great way to get the attention of people, feedback on the effectiveness of your advertising is just as important. Once you know what works and what does not when it comes to online advertising, you can cater your services to get great results. With your website and online advertising campaigns we are able to gather daily data that we can examine and interpret into meaningful information over a brief period of time. This analytics information enables us to learn about customers buying habits and target them more effectively, which over time, will yield a higher rate of return on your advertising dollars!

-Marketing Consultation-

Here at Big Spring Media, we want to make sure you stay informed. We meet with our clients at the end of every month to discuss the effectiveness of their website and advertising campaigns, and what steps we feel should be taken to increase a business's customer base online. The advertising campaign might need to be fine tuned for a prospective market, or a new promotion created to capture a new influx of business. We will also present information on what website pages potential customers are spending the most time looking at on your website, and what pages need to be changed to possibly attract more customers.

-Contact Us Today-

We at Big Spring Media hope that you have found this packet to be informative about the services that we offer. We are always willing to sit down and talk to anyone who is interested in increasing their customer base and growing their business.

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