

First impressions in seconds

HOME

You've worked hard to reach your audience and now you've got to work even harder to grab their attention, impress them with your message and keep them reading.

Throwing keywords at people isn't enough. Stylish graphics and video aren't enough.

You need to say it well, and say it **fast**.

Fill your web content with powerful, impactful messages that stay with your audience.

That's where **Springboard Consulting** can help.

catching customers with the net

Driving traffic to your website is a fantastic way to build your business – if you can hold your viewer's attention long enough to keep them interested in your offering. The average page view in the US lasts about 53 seconds. Take out webmail, IM and social networking sites and that leaves you with precious few seconds to make a lasting first impression. If Americans are viewing roughly 2,400 pages a month, what makes them remember yours?

Enhancing your message with brand-centric colors, images and icons will get you recognized and earn you the attention that you need to communicate your value to your market. Once you've got them listening, say something that counts. Text is the most basic element of the internet but without it, nothing is said.

in print

How many clicks does your brochure get?

Metrics only take us so far. On line we can measure an amazing quantity of data to pinpoint how the market is responding to our communication efforts but the data used to measure the impact of print material pales by comparison. And yet print material is an integral part of doing business; from business cards to fold-out pamphlets, your target market is reading what you have to say: **Say it well and say it fast.**

Springboard Consulting can help.

The bottom line?

Communication

is about getting your message across. That doesn't happen if you can't interest your audience and say something memorable.

Make it happen.



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Q&A

Questions? Start here:

Q: What's the first step?

A: Asking us. Whatever your communication needs, we'd be glad to help – either directly or by referring you to another service if we can't provide what you are looking for.

Q: Do you do graphic design?

A: Yes. We handle all aspects of the design process including project management where outsourcing is the best option.

Q: Can you help me with logos?

A: Yes. Your logo is your brand. We will ensure that it integrates seamlessly with your communication platform for optimal brand recognition.

Q: Do you do Corporate Branding?

A: Well, the short answer is absolutely.

Q: What kinds of marketing collateral do you produce?

A: There's no real limit to the type of documents that we can help with. Ask us. If we aren't fully confident that we can deliver an exceptional product, we'll help you find someone who can.

Q: Can you revamp my website?

A: Yes. We can also manage the project to arrange for any specialized programming, graphic design or other work that may be needed.

Q: Do you provide translation services?

A: Yes. By working with trusted affiliates who share our commitment to excellent communication.

Q: Can you create a newsletter for my industry?

A: Yes. Content development always involves research; this is where we excel. We will create custom content to meet your specific needs, fast.

Q: Do you provide SEO services?

A: We work with experts who take care of the back-end; we handle the front-end. This way, everything is optimized without sacrificing anything.

Q: What's a typical project turn-around?

A: Every project is different. Talk to us and we'll provide a schedule with built-in benchmarks and deadlines to assure timely delivery.

Q: How much do you charge?

A: A fair price. We have a varied skill-set that often eliminates costly steps in the creation process. Tell us what you need and we'll give you a very competitive quote to flexibly meet your budget.

Q: Where do you operate?

A: Springboard Consulting is a Canadian business operating globally. We can accept payment in multiple currencies from just about anywhere.

Q: Can we meet face to face?

A: We're real people who live virtually. Skype is a great option. For larger projects we'd be happy to make travel arrangements.

Q: Why choose Springboard Consulting?

A: We're an agile company committed to over-delivering on every project. We do what it takes to exceed expectations and we keep the lines of communication open with our clients to make sure that nothing gets overlooked. After all,

communication is what
we're about.

