

Check it out ...

Want to build a home in a great neighborhood? Schlabach Builders has kicked off a new marketing campaign featuring billboards, ads, sales sheets and signage promoting both the quality and efficiency of homes in three beautiful housing developments. Check them out at moreheadmarketing.com.

Did you know?

If the population of China walked past you, 8 abreast, the line would never end because of the rate of reproduction.

Web Zips

Is the "About Us" page on your website just taking up space or are you using it to sell your company? Visitors to your site may be looking to learn a bit about your company before deciding to do business with you. What are your values? How long have you been in business? Who started your business? These are some examples of great information to incorporate. And don't forget to include your location. I've lost count of the number of sites I have viewed that could be located anywhere from next door to India. My reaction is an instant distrust of the company. Providing an informative "About Us" page can help you build a relationship with your customers that goes beyond being just a supplier of products or services.

Cool Pics

Check out our scenic photography samples at moreheadmarketing.com and find great photos such as this one shot in the Amish Country of Ohio.



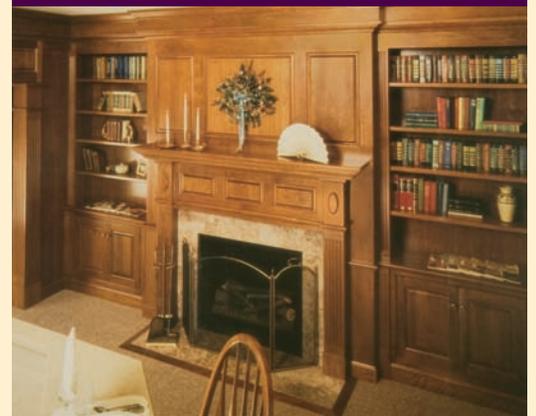
A Picture Is Just A Picture . . . Or Is It?

Schrocks of Walnut Creek is a manufacturer of fine custom cabinetry, furniture and grandfather clocks. With the exception of showroom displays, their cabinetry products reside almost exclusively in private homes. The only way for potential customers to get a glimpse of their workmanship is through photography. Morehead Marketing wanted to let Schrocks' products speak for themselves when it came to quality and craftsmanship. Schrocks had already spent considerable time and expense amassing photography of their projects, but we felt the photography did not do justice to their products. In some cases, we re-shot some of the same rooms with dramatic results as you can see below.

After Morehead Styling & Lighting



Original Photo by Another Professional



Photography is more than having the right camera. It includes a proper knowledge of lighting equipment, set design, computer retouching skills, and an eye for the right photo. A picture is just a picture . . . or is it? You be the judge.

See Morehead Marketing photography at moreheadmarketing.com/photography. For more about Schrocks of Walnut Creek visit: www.schrocksofwalnutcreek.com