



MAGNETIZE YOUR BUSINESS with INBOUND MARKETING

Technology has made traditional marketing less effective and more expensive

Caller ID blocks cold calls, TiVo makes T.V. advertising less effective, spam filters block mass emails and tools like RSS are making print and display advertising less effective.

What is inbound marketing?

Marketing focused on getting found by customers. Traditional marketing (outbound marketing) focuses on “finding customers”. It uses techniques that are poorly targeted and that interrupt people like cold-calling, print advertising, T.V. advertising, junk mail, spam and trade shows.

Traditional marketing methods no longer as effective

- Stop driving your message into a crowd like a sledgehammer
- Attract highly qualified customers to your business like a magnet with Inbound Marketing
- Learn today’s essential marketing strategies

Get started. Get setup. Get going.

Call Rispin Web Marketing

(805) 975-7733



VANESSA RISPIN

Internet Marketing Consultant
Educational Speaker

Member of Toastmasters International

www.rispinwebmarketing.com



RECOMMENDATIONS

To see Vanessa Rispin's biography and client list, visit our website

“Rispin Web Marketing is a valuable marketing resource and has brought our company into the 21st Century. We would definitely recommend them.”

Tom & Carol Hinkle!

OWNERS, RIO SECO VINEYARD & WINERY, PASO ROBLES

WWW.RIOSECOWINE.COM

“In-depth knowledge of internet marketing and the use of Google tools to monitor and increase traffic to our website.”

Jim Smith
**OWNER, SMITH LENDING GROUP,
SAN LUIS OBISPO
WWW.SMITHLENDINGGROUP.COM**

“I have been around many experts in both marketing and computer skills. Vanessa far exceeds the best I have been exposed to. Her talents are the best possible combination for many of the most important parts of working on new sales possibilities. Both in traditional senses as well as integrating into what is new and available today. I have not met a better skilled person in this. And she is a nice person.”

Donald Seawater
**OWNER, PACIFIC COAST ENTERPRISES,
SAN LUIS OBISPO
WWW.CUSTOMRUSTICDECOR.COM**

*Donald hired Vanessa as an IT Consultant in 2009 and hired her more than once
Top qualities: Great Results, Expert, Creative*

“It is with the greatest of pleasure that I highly recommend the web mastery of Vanessa Rispin and her company. She transformed my rather mundane and ineffective web site into an extraordinary one. Now there is a classy, artful and interactive web site for the Four Sisters Ranch wines which is elegant but is also an exciting marketing tool that will draw customer traffic to my wine web site and wine club, grow the wine club and increase on-line sales. Her talents continue to transform the web site to interact with YouTube, social networks, my new blog and more. Besides this she is rather passionate about what she does, putting her heart and soul and talents to perfect the end product. Suffice it to say I have been most pleased with what she has done”.

Serena Friedman and Michael Drucker
**FOUR SISTERS RANCH WINES
PASO ROBLES AND SIMI VALLEY, CA
WWW.FOURSISTERSRANCH.COM**

“I have worked with Vanessa on two different projects. Vanessa is professional, knowledgeable, and creative. I found Vanessa to be easy to communicate and work with on both projects. I would highly recommend Vanessa for website development and E-marketing assistance.”

Peggy Westberg
**OWNER, WESTBERG WINE CELLARS
PASO ROBLES, CA
WWW.WESTBERGWINE.COM**

*Peggy hired Vanessa as a Graphic/Web Designer in 2010 and hired her more than once
Top qualities: Personable, Good Value, High Integrity*