



Always Best Care Senior Services Uses Internet Marketing to Build a Brand

Roseville, CA -- 08/3/2010 – **Internet marketing**, also referred to as **i-marketing**, **web-marketing**, **online-marketing** or **e-Marketing**, is the marketing of products or services over the Internet. The Internet has brought media to a global audience. The interactive nature of Internet marketing in terms of providing instant responses and eliciting responses are the unique qualities of the medium. Internet marketing ties together creative and technical aspects of the Internet, including: design, development, advertising, and sales. It incorporates the placement of media along many different stages of the customer engagement cycle through Search Engine Marketing (SEM), Search Engine Optimization (SEO), and Social Media optimization (SMO).

As the leader in assisted living placement and in-home care for seniors, Michael Newman, President and CEO of Always Best Care Senior Services, is positioning the company to become an even more powerful brand using internet marketing. Michael has signed contracts with WSI, ReachLocal, and Drummond PR. All three companies work with organizations, like Always Best Care, to enhance their internet marketing campaigns. According to Michael, “Our strategic partnership with these companies will give our franchisees an opportunity to take their businesses to the next level.”

Michael Newman and WSI are working together to build the Always Best Care’s marketing campaign through the internet. WSI is a Global Research and Knowledge based organization, specializing in Strategic Internet Marketing, Online Branding and Business Automation and is the largest Internet Marketing Consulting Company in the **world**. In addition to Always Best Care, WSI works with clients such as Canon, Rand McNally, and Mitsubishi Motors. WSI is developing Always Best Care’s internet presence through a process known as **Search Engine Optimization or SEO**. Through **SEO**, WSI works with search engines like Google, Yahoo, and Sempo. **SEO** is the process of **improving** the volume or quality of **Traffic** to a site from Search Engines. This is often done by adding content and additional pages to a company’s website.

Always Best Care is also working with Drummond Public Relations to leverage their knowledge of, and connections within, traditional media to complement Online Marketing campaigns. Drummond Public Relations is working with Always Best Care to target existing social media sites such as MySpace, Facebook, Twitter, and YouTube, to

name a few. Through social media, **Always Best Care** is taking SEO to the next level. According to Linda Drummond, owner of Drummond Public Relations (DPR), Social Media increases the number of high quality links & targeted traffic.

Another company that Always Best Care is working with is ReachLocal. ReachLocal brings order to the fragmented local Internet by connecting advertisers, publishers, and creative solutions providers together on one platform. Wherever customers are online, ReachLocal helps businesses find them with the broadest reach of local digital media, a dedicated force of local Internet Marketing Consultants, and technology that continually optimizes results. Two areas Reachlocal is helping to develop Always Best Care's internet marketing is through landing pages and pay per click campaigns. A **landing page**, sometimes known as a **lead capture page**, is the page that appears when a potential customer clicks on an advertisement. **Pay per click (PPC)** is an [Internet advertising](#) model used on [websites](#), in which advertisers pay their host only when their ad is clicked. According to Carolina Moore, Operations Manager at Always Best Care, ReachLocal is helping their franchisees transform their internet presence.

For more information on Always Best Care Senior Services, please visit <http://www.alwaysbestcare.com>.

Media Relations Contact

David J. Caesar
Vice President Franchise Development
Always Best Care Senior Services
Telephone: 888.430.2273, ext 9112
Email: dcaesar@abc-seniors.com
Website: <http://www.alwaysbestcare.com>