# 1 Terms that Create a Connection: Web Marketing Goals and Strategies



How do we Create Positive Connection? Sync Consumer Interests with Company Goals and Unite with a solid advertising Process. The Three Key factors that affect Contoso Electronics consumers: Color, Shape, and Words. Symbols and Other factors do play a part, however. We need to keep all of these factors in mind when developing our marketing strategies for our web programs this holiday season.

November-December is our biggest time for Major Sales. Some Slogan Options for our Holiday Campaigns:

# “XT1000-The New Face of the PC”

# “XT1000-Why Use Anything else?”

# “Contoso-Everyone’s Company”

# “Contoso Delivers Every Time”

# “XT1000-The New Face of the PC”

# “XT1000-Why Use Anything else?”

# “XT1000-Does Half Your Job For You!”

# “XT1000-No Training Required.”

# “XT1000-Easy to Use, Hard to Lose”

# “QT9001-Everything But a Popcorn Popper.”

# “QT9001-Hands-Free, Worry Free.”

# “QT9001-Leave Your Hassles at Home.”

# “QT9001-The Only Thing that You Don’t Have to Worry About.”

# “QT3001-The Biggest Innovation Since the Wheel.”

# “QT3001-What Could be Easier?”

# “QT3001-Give Me Some More”

# “QT3001-No White Noise.”

# “QT3001-Fits All your Clients.”

# “QT3001-The Perfect Gift.”

# “QT3003-The Professional Choice.”

# “QT3001-Professional Instinct.”