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The Agency Record

Hi there,

Spring has sprung for us here in Nashville! It seemed like a particularly cold winter, and so our usual excitement over the first forsythia blooms and daffodils has been magnified this year. Everyone in the new office has the windows open, and the designers seem to be pulling from their green and yellow palettes a little more than usual...for people who appreciate natural juxtapositions and beauty, Spring holds a lot of creative inspiration!



A Bit of News

After necessary delays over internal rebranding and more distraction due to the recent move into our new offices, we are glad to finally be able to flip the switch and take our own little agency's web site live again! If you haven't been to see it yet, take peek at the newly redesigned [HarkinsCreative.com!](#) There are lots of new examples of our work on the portfolio page, as well as a whole new section detailing the philosophy that undergirds our work. In fact, Carter wrote a short "branding manifesto" called [Branding with Fire: Why you no longer own your Brand, & why that's a good thing](#). It's a fun, quick read, and it will help you understand the ideas that inform the strategic craft we practice when telling the stories of our clients'

brands.



YouTube has changed everything. Visitors to web sites expect a lot more than they did just a few short years ago. Engagement level objects like video play an enormous role in connecting effectively with a target audience on the web. Not to mention improved results, such as the decrease in bounce rates, the increase in click throughs, and the bump up in average time on site we almost always see when a page contains video.

Web videos do not have to be elaborate, Super Bowl-style productions, either. Often, a simple interview with the company owner or professional can help potential customers connect and make the decision to give someone their business.

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See our home page on [Harkins Creative](#) for an example of how web video can be leveraged to help tell the unique story of a company and connect with people. and then *connect with us to see how we can help put targeted video on your web pages.*



Client Spotlight: NISA

We have been privileged to work with Dr. Suzanne Gazda and her team at Neurology Institute of San Antonio for over three years. There has been tremendous growth in the practice, including the launch of several new medical services. NISA moved into their beautiful new facility in August, and we were on location for three days, shooting hi-def video, and getting some inspiring interviews with the doctors and patients.

The new site we designed at www.nisatx.com (with web video!) is now live and we are very proud! Thanks to Suzy, Dr. Neiman, Wendy, and everyone at NISA for giving us the ability to show you what we can do when you turn us loose! We look forward to helping you continue to grow.

Marketing Tip # 1 - Home Page Audit

We wanted to end each newsletter with a practical tip or suggestion for something you can do today to grow your business.

Our first in this series focuses on making sure that your web site's home page is delivering all you need it to.

- Does your home page present too much information?
- Is it clear to visitors what you want them to do next?
- Is there a specific call to action?
- Are you engaging visitors effectively?

Too often, the home page of a site becomes the "everything-and-the-kitchen-sink" page, trying to cram every last little fact or link into the empty spaces, and as a result, it confuses or overwhelms visitors, and they end up not knowing what to do next, and leave.

TIP: Try focusing your copy, images and video (you *do* have one, right?) on a main concept you want to convey. Then make it clear that you want them to click deeper to learn more on the next page (whatever page makes sense as a next step). Rather than throwing everything at them all at once, try leading them on a "tour" through the pages of your site, where each page invites them to the next, and leads them closer to the decision or action you want them to make. This strategy could pay off with lower bounce rates, increased information retention and better, more qualified sales and inquiries.

Contact us if you'd like a free home page audit. Always happy to help you sharpen your marketing!



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