

# Around Walton

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**TrustWorkz<sup>®</sup>**

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# TrustWorkz<sup>®</sup>

## The Champion For Small Businesses

For many, owning a small business is the American Dream, but it's not easy. The requirements to be successful in business, whether small or corporate, are the same, but in a small business, there are a lot less people to handle the many aspects. There's accounting, personnel, overhead costs, taxes, marketing, advertising... the list goes on. On top of that, businesses need to have a strong presence on the Internet. Why? Because 97 percent of Americans use the Internet, and if you're not engaging with that 97 percent, you will be left behind.

Years ago, the best way for a potential customer to find your business was the Yellow Pages. When websites became the go-to for company information, the Yellow Pages became obsolete. Today, social media, such as

Facebook, Twitter and You Tube, has expanded upon a business's website to create what is referred to as a "web presence." If you have a business and you don't take advantage of all the tools available to give you a web presence, you will be unable to compete for customers' attention, much like the Yellow Pages of yesterday.

To have a web presence is to allow your business to be a living and breathing organism on the web. It's a web presence, not a website, that will get top placement on Google, the most powerful and widely used search engine. Studies prove that when most people conduct a search on Google, they will click on only the first two to three results or change the search parameters. The goal for any business on the web is to be the number one result for any search having to do with that

particular business because that equates to results and sales dollars.

Most small business owners don't have the time required to run their business, spend time with their family and drive their web presence, too. Some dabble in Facebook or Twitter, and most have a website, but that isn't going to do the job. Many small business owners know they should be more engaging online, but don't even know where to begin, so they do nothing. If you're nodding in agreement, it's time to meet TrustWorkz.

TrustWorkz is your online business partner, making your business the source for what you do in your market. And what makes TrustWorkz unique is the ability to provide a highly skilled, intuitive and empathetic person dedicated

### James Ball



My passion for advertising and marketing stems back to my early interest in commercial art, and I quickly found myself gravitating more towards the business side of artistic expression. I became consumed with branding, pushing awareness and crafting messages that resonated with target audiences. I am an early-adopter in regards to the Internet. What began as a fascination and a hobby became more serious when companies began earning revenue from the World Wide Web. It seemed quite prudent to me

at the time to simply convert proven marketing concepts from the natural world over into the digital world. Early successes in the e-commerce and dot com world fueled my interest in learning to further leverage this powerful tool for fun and profit. For many years I have acted as a marketing and social media consultant to small business. My only true expertise comes from my own mistakes in business and in life. TrustWorkz, Inc. has afforded me the rare opportunity to work among a very dynamic group of highly skilled and empathetic people who share in my passion for small business. I am grateful for this opportunity to be able to do work that matters each day.

### Kevin Ekmark



I grew up watching my Dad program computers and work in code, which piqued enough of an interest in me to take my first coding class at the age of 14. Prior to TrustWorkz, I interned with a web marketing company which opened my eyes even more to the power of the Internet. I was made fully aware that websites were becoming web presences over night.

My passion for making needles move for small business came into fruition when I came onboard at TrustWorkz.

The company's vision for effectively making a difference for small businesses across Main Street America was refreshing, contagious, and exactly what I had been trying to find. Now, I can't wait to get to work in the morning. I am moved by the fact that what I do each day may mean that a small business stays alive for five more years. I have yet to find anything as exciting as making it my business to make your business survive and hopefully thrive in this economy.



to the success of your web presence and therefore, your business. This person is what TrustWorkz has dubbed as a Web Operative or WebOp for short. Your WebOp will be charged with managing your online presence and bringing you measurable results through Search Engine Optimization (SEO). Your WebOp will become your voice on the Internet through social media, blogging and maintaining your website, all the things you, as a small business owner, don't have the time or knowledge to do on your own.

It's by no coincidence trust is the first word in this company's name. Trust is paramount to how business is done at TrustWorkz. According to co-founder and COO, James Ball, the business was born out of trust, or more accurately, a lack thereof. "Many businesses, small businesses

in particular, have been burned by individuals or companies that promise to deliver Internet results. We are different. Our results are measurable, and we believe in being held accountable by our clients. We do what we say we're going to do and deliver the results we promise. There's no one else out there doing what we are doing with the same level of service and results."

James hires his WebOps based on his gut. Some are recent college graduates who can navigate without hesitation through the latest online technologies, while others have a unique and empathetic viewpoint as former small business owners. "Our WebOps get it. They know that without results, we join most of the other digital marketers who say one thing, but can't produce. We cannot, and will not, be

that guy," said James.

Bottom line: the Internet is not going away, and to ignore its power will be detrimental to your business. Having a successful web presence is complex, time consuming and ever-changing. For those who try and do it themselves, they start out strong, but often find it's too daunting to keep up. Let TrustWorkz propel your business to where it needs to be, number one.



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## Allison Stewart



I graduated from Georgia College & State University in December 2010 with a Bachelor's in Business Administration and a concentration in Marketing. After interning for many months with a couple of different companies, doing marketing and social media, I landed a job with TrustWorkz in July 2011.

Helping my clients to grow via the Internet is something that comes naturally to me, as I've had it at my fingertips since my teenage years.

When I'm not blogging for clients at work, you can find me in a gym. I'm a health junkie, but ice cream is my ultimate weakness. Working with the TrustWorkz team is extremely rewarding because my clients are able to see measurable results. I have lived in Cobb County my entire life, so I have a strong desire for helping small businesses in the area succeed. At TrustWorkz, we are energized to do whatever it takes to help your small business grow.

## Ashley Velez



I appreciate the hours of work small business owners pour into their companies. I also understand the sense of community many small business owners feel. But the truth is, many small business owners are not skilled marketers, much less Internet marketing experts. To that, I bring a genuine passion for all things social media, allowing me to present a powerful and consistent web presence to my clients. Growing up alongside of the Internet, I am constantly seeking new ways to engage and communicate.

As a blogger, entrepreneur, and the wife of a small business owner, I have the knowledge and experience to utilize the latest digital tools to maximize your precious small business dollars. I enjoy living in Woodstock with my husband and son. To some, I may be considered an old soul as I am a lover of all things classic; Shakespeare, Emerson and Zeppelin.