



Who's Your Easy Button?

Shifting trends, social buzz, content is king, web 2.0, marketing 2.0, advertising, technology and spreading the word.

Turning Minds helps CVB's and DMO's do three things: facilitate their communication plan, leverage online services like blogs and social media, and get "marketing stuff" done on time and on budget.

We actually get called an easy button by many of our clients because of our approach to business, marketing challenges, and our ability to follow through. We'd like to be your easy button too.

Our open mind means you're free to discuss your current marketing challenges and where you wish you could go in big-picture or hyper-detail. You are the focus and we are the listening linchpin make-it-happen folks who add clarity, connect dots, help you plan, execute and complete as needed.

Since we aren't selling packages or generically pitching a city branding campaign, texting service, nifty QR code program, website service, consulting package, social media tools, advertising or printing, we are able to actually hear your challenge and provide insight, plans, and yes—even the final "marketing stuff" you need instead of trying to fit you into one of our pre-made, one-size-fits-all packages.

Add us to your team and enjoy the benefits of a connected and caring approach to your goals and objectives. Whether it's more heads in beds, more convention centers booked, or better outreach and visibility, we can help plan it, develop and design it, and get it done.

Call or email our CEO, Justin McCullough at 409.550.6681, justin@turningminds.com, or send a tweet to @mccJustin.



The expertise and depth of knowledge of Turning Minds CEO, Justin McCullough and his team are a great asset to any organization. With the wide array of clients Turning Minds serves, you're tapping into a resource that's faced a diverse set of marketing challenges resulting in more intellectual resources and situations to draw upon when helping you.

Including Turning Minds on a project can often lead to long-term success across many initiatives, not just a project, campaign, or cookie-cutter solution.

The Marketing Director for the Convention and Visitor Bureau for the City of Beaumont in Texas had this to say about Justin McCullough, CEO of Turning Minds:

"From overhauling complex marketing pieces like our Beaumont meeting planners guide, to drafting plans on social media tactics and blog content, he's a brilliant, trusted adviser to me and my team in our ongoing marketing & online communication strategies."

Stephanie Molina,
Marketing Director Beaumont CVB



turningminds
Strategic Marketing. BizDev. Conversion.

Getting Started With Turning Minds

Six Easy Places We Can Start Collaborating With Your CVB Or DMO.



1. Online Presence and SEO

Everyone is talking about social media, search engine optimization, blogs and communities. We actually connect it all together in a way that works for your communications goals and your site traffic and SEO goals. More visibility, more human.



2. Social Media Services and Tools

Social media is dynamic and can serve many communications goals—especially when done correctly. We'll help you select, plan, integrate and learn how social media works and should work within your organization.



3. Content and Editorial Plans

What to make? Do you need photos, videos, audio, blogs, and more? We help you (or someone else) create content that matters with consistency and planned follow through while still keeping you open to be spontaneous, topical, and relevant.



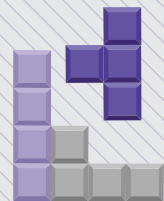
4. Marketing Stuff

We'll help with design, writing and development from digital e-books to printed regional publications, digital ad campaigns and crafty conference give-aways and much more. We usually help with tough projects, but were happy to help where it makes sense.



5. Website Redesign and Usability

We turn websites into the engaging places humans expect to see when they visit. By limiting geek speak and keeping focused on your goals, we will help you update, improve, our launch your web 2.0 website on your custom system or freely available CMS like Wordpress.



6. Strategic Marketing

It's probably obvious, but we believe in goals and objectives first, then the strategy and tactics that make it work. This is threaded through what we do, and includes branding, marketing, advertising, design and fulfillment. All dots connected and in harmony.

Ask about Smart Content—

It's the future of the web and it's happening right now in many CVB's like yours.

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