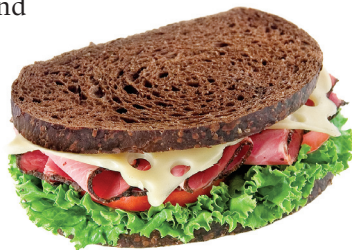


## A Deli-cious Growth Strategy

**PROBLEM:** Zingerman's Delicatessen has become an institution in Ann Arbor, Mich. Co-owners Ari Weinzweig and Paul Saginaw are passionate about providing great-tasting, traditional foods such as corned beef and pastrami sandwiches, homemade chopped liver, and chicken salad. The food is so good that many customers who move out of town call to have their favorite items shipped to them. The owners knew they had a good thing, but they wanted to grow the business and stay local as well.

**SOLUTION:** Weinzweig and Saginaw decided to expand horizontally into a community of eight businesses under the Zingerman's name, which they co-own with outside partners. Besides the deli, Zingerman's (zingermans.com) now encompasses a bakery, a creamery, a coffee business, a catering company, a restaurant, a training company, and a mail order business.



“While I’m sure it’s opened many doors to revenue and also to economies of scale, we chose this path because it was the vision we had for the future — to create a special organization, rooted in our community, where we could open opportunities for people to become managing partners in businesses that they were passionate about,” Weinzweig explains. He and Saginaw are available to provide leadership, support, and whatever else is needed to make each business a success.

The expansion has resulted in 10 percent total sales growth across the Zingerman's businesses. Weinzweig says that he and Saginaw have already developed their vision through 2020.

## Time Is on Their Side

**PROBLEM:** International Minute Press (impboise.com), a printing company in Boise, Idaho, was losing money because employees were misreporting their hours on manual time cards. CEO Bryan Nunes needed a way to keep employees honest and the time cards accurate. Nunes was also spending too much time double-checking the time cards, tallying the hours, and compiling a report for his outside payroll processing company.

**SOLUTION:** Nunes turned to TSheets (tsheets.com), an automated time-tracking system that eliminates mistakes and removes any temptation for employees to cheat (or help their buddies cheat). Employees are logged in the entire time they are working, which allows for monitoring through a “Who’s Working” window, but in a nonintrusive way. Once Nunes had the control that his paper time card system lacked, his labor costs dropped noticeably within the first payroll period. Both Nunes and employees can access the time sheet application offsite, from a portable device such as a cell phone.

“TSheets is a true win-win,” Nunes says. “At \$19.95 a month, it’s affordable, and at the same time it saves us time and frustration. The few people we have in-house can focus on customers now.”

Another feature of TSheets allows Nunes to assign time to different codes, which can be helpful when billing clients for time spent on different projects. Finally, since TSheets is automated, Nunes no longer has to spend hours reviewing time sheets and writing a report for the payroll processing company. That vendor gets an automatic report every week, and Nunes gets an automatic backup.

### INTERNET BRAND BUILDING

## Tips for Creating High-Quality Content

If you want people to visit your Web site in droves and truly interact with your brand, you need to give them more than great products, competitive prices, and a clever sales pitch. Businesses and consumers alike now rely on the Internet as a valuable research tool, whether it's to learn about the latest safety features of baby strollers, the complexities of the tax code, or the Tuesday specials at a local restaurant.

In such a landscape, providing high-quality content that is truly useful to customers and prospects will open the floodgates to your site and enhance your online reputation as an industry

expert. “What not only gets the most attention, but also does the most to enhance your brand, is content that is legitimately helpful,” explains Mike Moran, an IBM Distinguished Engineer and the author of *Do It Wrong Quickly: How the Web Changes the Old Marketing Rules*. He adds that helpful content is just the kind of information that people are likely to pass along.

Here are some tips for creating high-quality content:

- **Leave it to the pros.** Make sure you work with an experienced online copywriter to give your content a polished feel.

- **Watch your language.** Tone and language can greatly impact your content. For example, stodgy, formal copy can turn off a teenage audience just as slang will turn off an older demographic.

- **Don't be overtly promotional.** Consumers can see through self-serving copy in a heartbeat. Rather than toot your own horn, provide value to the customer.

- **Accuracy counts.** Nothing screams “unprofessional” more than misspellings or factual errors, so proofread everything before it gets posted to your site.

For more Internet brand building tips, visit [www.info.fuelnet.com/onlinebrand](http://www.info.fuelnet.com/onlinebrand).