

Duct Tape Marketing Awards Jeff Stec Expert Status in Total Online Presence

/EINPresswire.com/ [Duct Tape Marketing](#) celebrates awarding Jeff Stec of [Tylerica Systems, LLC](#) Expert Status for proficiency in [Total Online Presence](#) (TOP). In December 2012, Stec completed the Total Online Presence course with John Jantsch, founder of Duct Tape Marketing.

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The Total Online Presence Program is a training and coaching program aimed at teaching small business owners how to integrate the many evolving online marketing tools available today.

"Jeff was one of 27 consultants who exemplified expert knowledge of this topic. This group is ready to take the small business market to the next level online," said John Jantsch, founder of Duct Tape Marketing and creator of the Total Online Presence program.

A study completed by ComScore suggests that as high as 92% of consumers and businesses in the market for products, services or solutions turn online first to source, find and engage even local businesses. The Total Online Presence course was created to educate small business owners on how to create a system for online marketing.

"Marketing a business in the internet-dominated era requires a Total Online Presence, but many small business owners are not equipped to build such a presence for their businesses. So, they get drawn into partial solutions seemingly depending on which point-solution provider barks the loudest. The genius of the Duct Tape Marketing TOP program is that it lays out the overall strategy required to effectively market a business on the internet and then gives business owners a series of concrete, step-by-step actions and tools they can use to implement that strategy. I am excited about working with small business owners to help them cut through the



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confusion and create a Total Online Presence that works for them,” said Jeff Stec, Authorized Duct Tape Marketing Consultant and TOP Expert.

Jeff Stec, Principal at Tylerica Systems, LLC, will be offering TOP to small business owners through group coaching programs that meet via on-line meeting technology, and also as part of broader collaborative consulting engagements.

“If you’re not focused on creating a total web presence, one that gives you a distinct competitive advantage in the marketplace, your business won’t survive long in the marketing world as we know it today,” said Jantsch.

About Tylerica Systems, LLC

Tylerica Systems, LLC is an Austin, Texas based marketing services company that helps small business owners accelerate their growth and profitability by working with them to define a 7-step marketing system that is tailored for their business and that they can operate on their own. Tylerica Systems, LLC provides Duct Tape Marketing programs as well as related services such as Social Media, Email marketing campaign management, website SEO, pay-per-click campaign management, and printed media design and production. Find out more about Tylerica Systems, LLC here:

<http://www.TylericaSystems.com>

About The Duct Tape Marketing Consultant Network

The Duct Tape Marketing Consultant Network is a network of over 50 consultants leveraging the Duct Tape Marketing System to create marketing action plans for clients around the world. Find out more about the network here: <http://ducttapemarketingconsultant.com/>

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