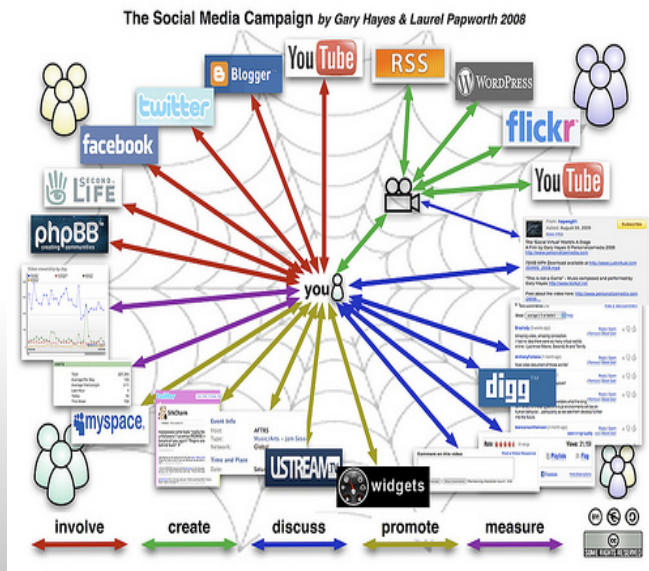


# Marketing Interactive

Act - ReAct - InterAct

# Internet Marketing

The Internet has brought many unique benefits to marketing, one of which being lower costs and greater capabilities for the distribution of information and media to a global audience. The interactive nature of Internet marketing, both in terms of providing instant response and eliciting responses, is a unique quality of the medium. Internet marketing is sometimes considered to have a broader scope because it not only refers to digital media such as the Internet, e-mail, and wireless media; however, Internet marketing also includes management of digital customer data and electronic customer relationship management (ECRM) systems.



# Interactive Advertisement

Would you start a business without a business plan? Would you place your yellow pages ad in an irrelevant category just to see if anyone would call? Would you pay thousands of dollars to have a billboard ad created and placed where there is no traffic?

Businesses are very careful when it comes to spending marketing dollars, but truth is most businesses have neglected the most effective marketing tool that they have which is the strategic planning of their internet presence. It's not a problem to spend thousands of dollars to pay for the design and development but the planning process and strategy building has been neglected. Why?

In Net Strategy we worry about results and not only about design, we analyze, optimize, and report any campaign, web page or branding strategy.

## Scorecard

You will have a media scorecard with all your targeted metrics in real time and every week.

Targets	WEEK	1	2	3	4	TOTAL
TBD1		27,136,361	26,744,543	-	-	53,880,904
TBD2		12,313	20,307	-	-	32,620
TBD3		0.05%	0.08%	-	-	0.12%
TBD1		4.6%	4.5%	5.0%	5.0%	32.5%
TBD2		5,488	9,723	-	-	15,211
TBD1		60%	60%	0%	0%	40%
TBD2		3%	6%	0%	0%	3,052
TBD1		60%	6%	0%	0%	103%
TBD2		3%	6%	0%	0%	10%
TBD3		5%	-	-	-	1,701
TBD1		\$ 0.60	\$ 0.60	\$ 0.60	\$ 0.60	\$ 0.60
TBD2		\$ 0.27	\$ 0.46	\$ 0.60	\$ 0.60	\$ 0.44
TBD3		\$ 13.71	\$ 10.49	\$ -	\$ -	\$ 24.19
INVESTMENT		7,388	12,184	-	-	19,572

We will upload a presentation of all variables

### Portals Distribution

PORTAL	REG#	INVESTMENT	CPRU \$	F. REG %
TERRA	243	2,796	24.19	20%
Google ST	243	2,796	24.19	15%
Google Content	243	2,796	24.19	10%
-	243	2,796	24.19	5%
-	-	-	-	-

# SEO Optimization



- Minimal sales and conversion.
- Traffic to the site is not as expected or hundreds of dollars are being paid for traffic leads but still there is no conversion from that traffic.
- Subscriptions to reports or newsletters that you offer are slim to none.
- You've received only minimal requests for services or products by email or telephone since your site launch.

## **How could these problems have been avoided?**

In Net Strategy we can help position you to your target and niche market as well as increase conversion by following the five levels of the sales process mentioned below. While the answer seems simple the process is a bit more involved but vital to the success of a business that is about to launch online.

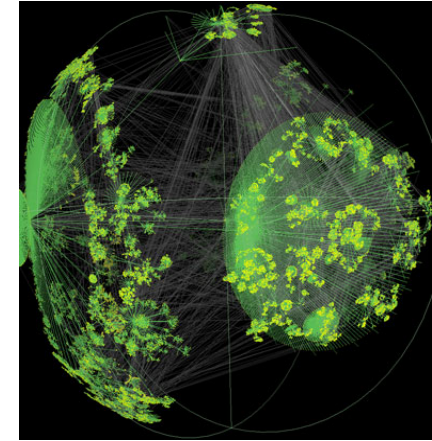
# SEM Marketing



A SEM campaign consists of purchasing ad space on a specific search engine or family of search engines. The great advantage of this over old traditional web site banner ads is your ads are now targeted to a specific key word or phrase that are entered into the search engine. In essence, when a user enters in a phrase that matches the phrase you've chosen, your ad appears. This way you're ensuring that your ad is only displayed to people who are actually looking for your product or service.

Another benefit of these campaigns is they operate on a "pay for performance basis". You only pay when a user actually clicks on your ads. This is called a Pay Per Click ("PPC") model. The combination of targeting your ads and only paying for successful ad placement ensures the highest possible Return on Investment ("ROI").

# Social Marketing



## Viral And Social Marketing Campaigns

The buzzwords viral marketing and viral advertising refer to marketing techniques that use pre-existing social networks to produce increases in brand awareness or to achieve other marketing objectives (such as product sales) through self-replicating viral processes, analogous to the spread of pathological and computer viruses. It can be word-of-mouth delivered or enhanced by the network effects of the Internet [1]. Viral promotions may take the form of video clips, interactive Flash games, advergames, ebooks, brandable software, images, or even text messages. The basic form of viral marketing is not infinitely sustainable.

The goal of marketers interested in creating successful viral marketing programs is to identify individuals with high Social Networking Potential (SNP) and create Viral Messages that appeal to this segment of the population and have a high probability of being passed along.