

## Traditional advertising and marketing is falling short on results!

**75%** of people don't believe that companies tell the truth in traditional forms of advertising.  
(Source: Yankelovich)

## Online Marketing delivers positive results!

**74%** said, "After interacting with companies or brands via new media, I generally have a more positive impression of the company or brand."  
(Source: Consumers Demand Brand Interaction)

**92%** of shoppers have more confidence in information sought online versus from a sales clerk or other source.  
(Source: *Wall Street Journal*)

Two or more online resources are used by **78%** of consumers to browse, research and make purchases.  
(Source: ATG)

**64%** of consumers have made a first purchase from a brand because of a digital experience such as a Web site, microsite, mobile coupon, or e-mail. No other medium has so impacted, or altered the traditional marketing funnel in this way.  
(Source: Razorfish Digital Brand Experience Study)



### Services

- Rich media
- Digital video
- Custom Apps
- Multimedia development
- Touch-screen kiosks
- Web sites and microsities
- Online marketing
- E-mail marketing

### Products

- Instructional Marketing
- Personalized Data Marketing

### Affiliate programs

- myCIO.biz

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*Moving business forward — one project at a time.*

### Marketing consultation

- Social media networking
- Search engine optimization
- Brand management
- Public relations
- Media management
- Web maintenance
- Desktop publishing
- Event planning

### Sales management

- Business presentations
- Customer relationship management

### Administrative support

- Word processing
- Spreadsheet and database design
- Data entry

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# Online Marketing delivers positive results!

Increased awareness and a better impression of your brand!

Greater confidence in your products and services!

A trusted resource for related information!

A measurable return on your investment!

# Implementing a successful **ONLINE MARKETING PROGRAM**

**Accelerate Business Resources and L•A Interactive's integrated Online Marketing Program delivers a measurable, positive return on your investment!**

## Benchmark Planning

*You can't know where you're going until you know where you've been!*

An effective online marketing program requires a results-oriented approach that evaluates current research data and implements a plan of action that lays the groundwork for meaningful change by stimulating strategic thinking and focusing on what's really important to the organization's long-term success.

## Search Engine Optimization

*Improving the visibility of your Web site results in more Web site visitors!*

SEO is the process of improving the visibility of a Web site through free, organic search optimization techniques. Integral to our programs' success is the employment of a combination of tactics such as the integration of all appropriate title tags, meta descriptions and meta keywords, the implementation of regular HTML content updates, the encouragement of reciprocal links, etc. The result: a more credible positioning and improved search engine ranking ... over the long term.

## Search Engine Marketing

*Get instantaneous, guaranteed results with pay-per-click advertising!*

Search Engine Marketing (SEM), also referred to as PPC or pay-per-click advertising, is ideal for supplementing an organic search optimization initiative. While SEO is much more effective in the long run, pay per click advertising delivers instantaneous, guaranteed results – often necessary for new product launches and other short-term or “quick hit” advertising and marketing initiatives.

## Content Development

*Maintaining a consistent message reinforces your brand!*

Interactive and educational: your content is an asset that needs to be managed. Our content management process starts by developing “your unique story.” We then provide a discipline of responsibility for keeping your content current and relevant. As importantly, your content should not only be a reflection of your brand, but educational and search-friendly for enhanced online visibility.

## Viral Marketing

*Satisfied customers generate increased exposure to your products and services!*

Like word-of-mouth advertising, viral marketing is a more trusted and influential form of advertising your products and services. For increased exposure online, we use viral marketing to create unique and relevant case studies that may appeal to a much broader audience that has either a vested interest or related benefit to forwarding your story on to other interested parties.

## E-mail Marketing

*Send a targeted message while getting immediate feedback from customers!*

A form of direct marketing, e-mail campaigns deliver targeted messages that can enhance existing customer relationships through continuing education,

encourage repeat business through customer loyalty programs, and generate net new business by acquiring new contacts. Our programs can track opt-ins, opt-outs, forwarded e-mails, visited links, etc.

## Social Media Networking

*Build a community of loyal followers and potential new customers!*

Marketing via Facebook, Twitter, YouTube and other social media networks is the most cost-effective and eco-friendly method of advertising and marketing today. Besides building a community of trusted, loyal followers, the increased traffic to your Web site will earn you a much higher ranking among the search engines – adding more visitors and page impressions – for increased online exposure.

## Web Analytics

*Measurable results provide for continued program improvement!*

Web analytics is the collection, measurement, analysis and reporting of Internet data for the purpose of understanding and optimizing your online marketing program. For instance, the analytics we gather are useful for determining such things as appropriate market segmentation, personalization of content, collaborative filtering, etc. Most importantly, we act upon the information we get for continual program improvement by regularly comparing the results against previous benchmark studies.

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**Our ONLINE  
MARKETING PROGRAM  
is a joint venture of  
L•A Interactive and  
Accelerate Business Resources.  
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