

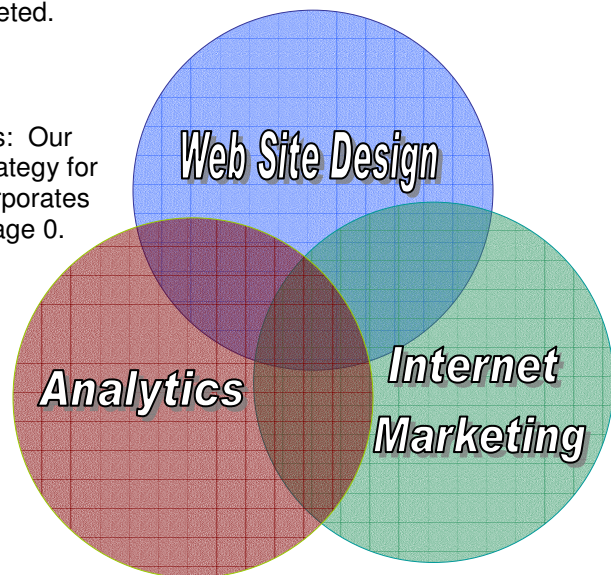
Business Analysis: The below program is designed to accurately analyze your existing online presence, define goals and then outline the correct path to strategically apply the right ingredients to maximize your online success. It includes a three step process to properly outline each area of need to connect it with the right volume and timing of deliverables.

Stage 0: Establishing Marketing Climate

- **Goal Statement Analysis:** We will review the possible goals for your marketing campaigns and define what measures will be taken to forward each of those goals.
- **Conversion Study:** Our team will review where your existing client's base and leads are coming from and then develop additional strategies to capitalize on your strengths and to fill any voids in your lead and sales achievement processes.
- **Traditional Marketing Summary:** We will review your marketing efforts to determine the proper integration for your ongoing marketing budget.
- **Web Site Analysis:** Our experts will review your web site strategy and determine the effectiveness of you web site in accomplishing your goals.
- **Internet Marketing Analysis:** We will complete a study of the potential touch points for your business of the Internet and report on where you are currently being reflected as well as the areas that need to be targeted.

Stage 1: Developing the Right Mix

- **Web Development Recommendations:** Our team will deliver a comprehensive strategy for adjusting your web site so that it incorporates and achieves the goals outlined in Stage 0.
- **Comprehensive Internet Marketing Program:** To secure visibility, traffic and conversion we will implement an online marketing program to recruit targeted prospects to your web site.
- **Integration of Traditional Marketing:** To create the maximum return and effectiveness we will integrate all of your marketing so that each effort works in collaboration with your other marketing initiatives.



Stage 2: Reactive Study and Further Implementation

- **Monthly Internet Visibility Reporting:** The first measure of effectiveness of your marketing will be your visibility to your target audience. Each month we will report to you on the effectiveness and growth of your campaigns
- **Quarterly Lead Analysis:** The final measure of your campaigns success is the volume and quality of the leads they produce. Every quarter we will evaluate that process and determine the necessary adjustments to continue the progress of the marketing efforts.