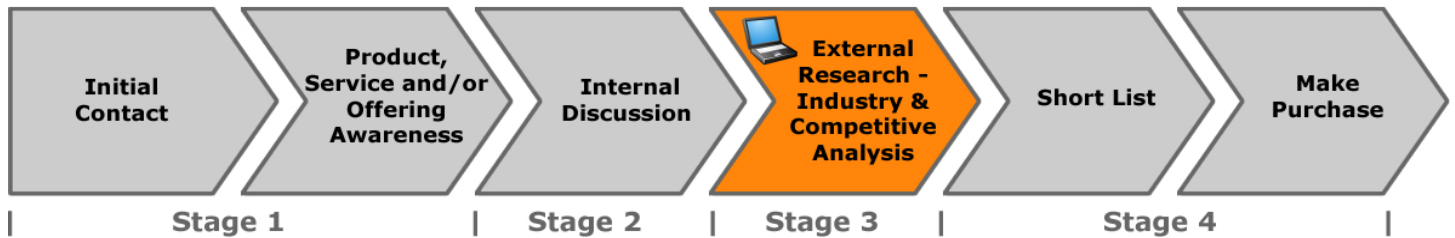


Online Marketing Simplifies Complex Sales Cycles



Businesses with enterprise solutions and/or complex sales cycles are researched online prior to purchase.

Online marketing is a 24/7 Virtual Sales Force influencing their research, and generating qualified leads.

Stage 1-2

Sales force creates awareness of products/ services and/or offerings

- Long, complex sales cycle
- Potential clients discuss need for services
- Due diligence process internally
- Is there a need for this product/service/offering?

Stage 3

Information gathering phase is where online marketing provides greatest advantage over competition -

- **Positions you to attract qualified leads**
 - **Researching your competition**
 - **Researching your offerings**
 - **Those ready to buy**
- **Shortens Sales Cycle**
 - **Generates qualified leads**
 - **Closer to making a purchase**
 - **Can close sales more efficiently**

Stage 4


Decision to purchase has been made


- Create and review short list of possible suppliers
- Make purchase


An **Online Marketing Consultation** from Imerex provides statistical insight into how many of your potential clients are currently in Stage 3.

The report is built on fact-based statistical data and industry trends.

Our **Online Marketing Consultation** includes:

 **Keyword Analysis** - Take advantage of sales cycles initiated by your competitors. Statistical keyword data reveals how often searches are executed for services/products in your industry.

 **Competitive Analysis** - Six months of historical data on competitors that appear high in search lists. These businesses are positioned to attract leads from opportunities in Stage 3.

 **Search-Trends Analysis** - Pattern recognition of actively searched for keywords *related* to your industry. Position your business to take advantage of untapped/ emerging Stage 3 opportunities.