

Strategic Internet Marketing Solutions

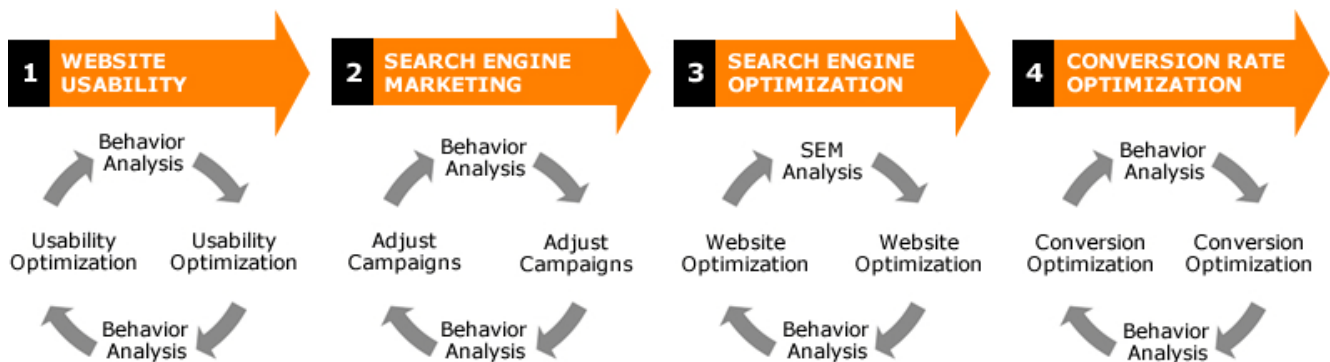
Imerex is an online marketing agency that develops and implements online marketing campaigns based on a foundation of user behavior analysis and statistical facts. When planned and executed with this consumer-centric focus, online marketing can be an incredibly powerful force in driving a brand and business forward.

The Imerex Difference

To be successful, online marketing must be planned and executed with an understanding of how users *behave* online.

All of Imerex’s online strategies are consumer-centric, based on a foundation of user behavior and analysis, research and statistical data.

This fundamental principal allows all strategies to be developed with the Imerex *closed-loop, iterative process*.



Imerex begins the analysis process from *inside* the client’s website, prior to starting outside marketing efforts.

Step One:

Website Usability – Simply put, site usability is how efficiently and effectively site visitors can accomplish what they are trying to do when they visit a web site.

Imerex begins by analyzing all basic usability issues that may affect conversion rates. Issues like confusing site navigation or layout, and content written with the company's "internal language" is reviewed. Website best practices exist for every industry, and those are incorporated into the site.

This process sets up the site to convert more users prior to driving additional traffic to the site, which provides a better return on marketing dollars.

As data is gathered, technology advances and industry best practices move forward, usability is continuously optimized, *closing the loop*.



Step Two:

Search Engine Marketing – Pay-per-click advertising is used as both a means to drive traffic as well as gather user behavior data.

After extensive keyword research, Imerex creates text ads specific to keywords that both *create interest*, as well as *qualify users*. With such a focused effort, the *right* users click on the ads, providing a better ROI.

Additionally, the campaigns are monitored daily and adjusted as needed. This is the *closed loop process*. Create a strategic campaign, gather data by "listening" to users, and continually tweak the campaign based on user behavior.



Step Three:

Search Engine Optimization - SEO helps increase position in the organic search results of Google, Yahoo, MSN, etc., by "tweaking" the content and code of a web site based on both the ever-changing algorithms of the major search engines as well as *optimizing site key words and phrases based on user search behaviors*.

The Imerex difference is that sites are optimized *based on user search behavior*. Imerex uses the data collected from its SEM efforts to provide insight into *how users define a business*, and then uses the users' own language to optimize the site.

This process leads to sites that are ranked under keywords that actually increase business. Imerex *closes the loop*, by putting a message out, gathering data, and using that data on the site to increase its rankings.



Step Four:

Conversion Rate Optimization – SEM provides insight into user behavior. Monitoring which keywords drive the highest conversion rate allows the site to be tweaked to further to increase conversion.

That is *closing the loop*. Data collected, leads to a new iteration of site changes. Then data is collected based on those changes, which leads to tightening the site further to increase conversion, and so on.

Successful offline strategies will likely fail online if they are not properly *adapted* to the online environment. When executed well, online marketing can both build brand equity and achieve a greater Return on Investment.

Online marketing efforts and websites must be continually monitored and updated in order to stay relevant. The internet changes every second of every day and Imerex positions its clients to stay ahead. That's the Imerex difference.

If you want to find out how Imerex can help build your brand online through its closed-loop, iterative marketing process, contact Imerex, 941-953-9449, or email info@imerex.com.