

Partnering With You to Make Your Online Presence More Successful

Whether you're a Business-to-Business (B2B) or a Business-to-Consumer (B2C) marketer, your online goal is the same:

- Get your company and/or brand in front of not just **dedicated** customers and prospects but **potential ones** as well as the **right** ones.

The Internet is the new competitive battleground for B2B companies seeking more highly qualified leads and B2C marketers seeking to grow their online prospect database or membership. But:

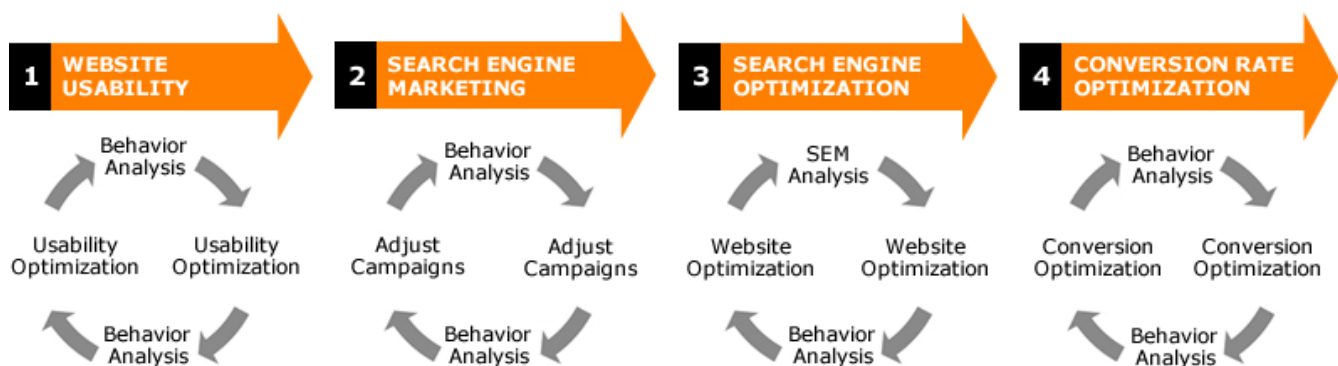
- With your competition also reaching out to customers and prospects, how can you stay ahead of them when the Internet – and how your target audience uses it – changes every minute of every day?

Imerex is an online marketing agency that develops and manages strategic online marketing campaigns, created and executed with Internet user/consumer behavior at its core. This consumer-centric strategy is what can keep you ahead of your competition.

Imerex partners with you to build your brand online, target new customers, drive more qualified traffic, improve your site usability, and increase qualified leads and/or e-commerce conversions.

The Imerex *closed-loop, iterative process* – based on user/consumer behavior, search trends, and data gathering – delivers strategically targeted online marketing programs based on **statistical facts**, not opinion or guesswork. And those **facts drive results**.

The Imerex Closed-Loop Iterative Process for Effective Online Marketing



The following are a few examples of how Imerex successfully helped B2B and B2C clients make their online presence more successful and grow their business.



Company: Rainier Communications (www.rainierco.com)

Goal: Site Redesign for Maximum Usability / Qualified-Lead Generation

Overview: Rainier Communications is a public relations firm specializing in the technology sector. Over the past 15 years, Rainier Communications has represented many of the world's leading and fastest-growing tech companies, from renowned market leaders with powerful global brands to smaller, emerging startups cultivating their own success stories.

Challenges: Rainier had both short-term and long-term challenges.

In the short term, it had hired a reputable web design firm to redesign its web site. As often happens, however, the process was taking longer than anticipated and the vision, content and wireframe of the design was not what Rainier expected but needed to move the project along as quickly as possible.

The long term challenge was in making sure this new website could generate highly qualified leads, and not simply become an online brochure where prospects are sent "for more information."

Solution: For the short-term challenge, Imerex served as the contact point for the web design firm. Imerex supplied a new wireframe that provided a graphical overview of the site's layout and navigation, and incorporated the most up-to-date usability standards.

To address the long-term goal of creating a site that would generate leads, Imerex worked with Rainier to translate its print collateral materials into site content written specifically for the way users read web sites. This content, combined with the proper site usability, ensured that once prospective clients were driven to the site through an online marketing campaign, the site served as an online sales person creating interest in Rainier's services.

Imerex then created a Pay-Per Click (PPC) campaign to drive highly qualified traffic to the site.

Results: By hiring Imerex while Rainier was still in the process of the site redesign, Imerex was able to have greater impact. The new site was launched roughly two months after Imerex began oversight of the redesign. And once the marketing campaign was implemented, Rainier began to receive more high quality and highly qualified leads through its web site.

Testimonial: "While Imerex itself is a young company, the depth and sophistication of their professional experience is unequaled. They know more about how people find and buy what they are looking for on the Internet than anyone I have ever encountered before. And the staff at Imerex are never satisfied with the status quo – they constantly tweak and tune and adjust to make sure our online presence is optimized for the dynamic, living organism the Internet has become. My experience with Imerex continues to teach me new things every day, and the ROI on my marketing dollars has improved at an astonishing rate."

Stephen Schuster, CEO of Rainier Communications



Company: Ame & Lulu (www.ameandlulu.com)

Goal: Improve Site Usability / Drive More Qualified Traffic & Increase E-Commerce Conversions

Overview: Ame & Lulu is an upscale women's sporting goods and accessories company whose products are found in country clubs and high end retail stores internationally.

Challenges: Ame & Lulu's sales were growing year-over-year in the wholesale division but its online sales were stagnating. It was receiving more press – and a higher volume of traffic to the site – but wasn't able to convert that positive momentum into increased online sales.

Solution: Imerex first targeted the usability of the site so that consumers could readily see the shopping cart feature and that the products displayed were available for sale on ameandlulu.com. The changes also made it easier for consumers to navigate the site, and find and purchase products in fewer clicks. Once these functionality and usability changes were in place, Imerex initiated a Pay-Per-Click (PPC) campaign to drive even more qualified traffic to the site.

Results: As a result of this integrated approach, ameandlulu.com had its highest level of online sales for the 2007 holiday season. Online sales, which had made up roughly 11% of overall brand sales, increased dramatically to over 25% of overall brand sales, increasing both the company's bottom line and profit margins. Additionally, while previous PPC efforts had produced limited results, the Imerex campaign delivered \$4 in sales for every \$1 spent.

Testimonial: "Imerex showed us how, with just a few changes to our site, we could improve the user experience and increase our sales. We had tried PPC on our own in the past without success. They executed a Pay-Per Click campaign that yielded amazing results. For every dollar we spent on PPC, we got back \$4 in sales.

"They're professional, easy to work with, and worked tirelessly to get our site where it needed to be before the all important holiday season. We'd gladly recommend them to anyone who wants to market their site online, or just needs professionals to make sure their site is set up to convert as many browsers into buyers as possible."

DeChantal Jordan, Director of Operations



Company: Neighborhood America (www.neighborhoodamerica.com)

Goal: Improve Site Usability / Qualified-Lead Generation to Fill the Sales Pipeline

Overview: Neighborhood America, a leader in enterprise social networks, has an extensive client base including HGTV, ABC, and CBS.

Challenges: Neighborhood America wanted to increase the amount of qualified leads captured through its web site while maintaining its current site structure and content. However, problems in its site usability included navigation and page flow, which prevented prospects from easily finding a way to contact the company.

Solution: Imerex created an aggressive Pay-Per-Click (PPC) campaign as well as landing pages designed to complement Neighborhood America's related keywords. Imerex also incorporated the most current usability standards in order to provide for a more positive user experience.

Results: As a result, Neighborhood America increased the amount of qualified leads to its web site by 300% over a six-month period, resulting in an average 26% increase in sales per quarter.

Testimonial: "After having worked with Imerex for a little over a year, they have more than proven their worth and improved our online sales activity by 320% in just a few months with a limited budget. They take the time to fully understand the changing environment and are able to adapt quickly. As a result of their efforts, my sales team has increased their qualified pipeline by 150% in four months."

Jon Witte, Director of Business Development

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.