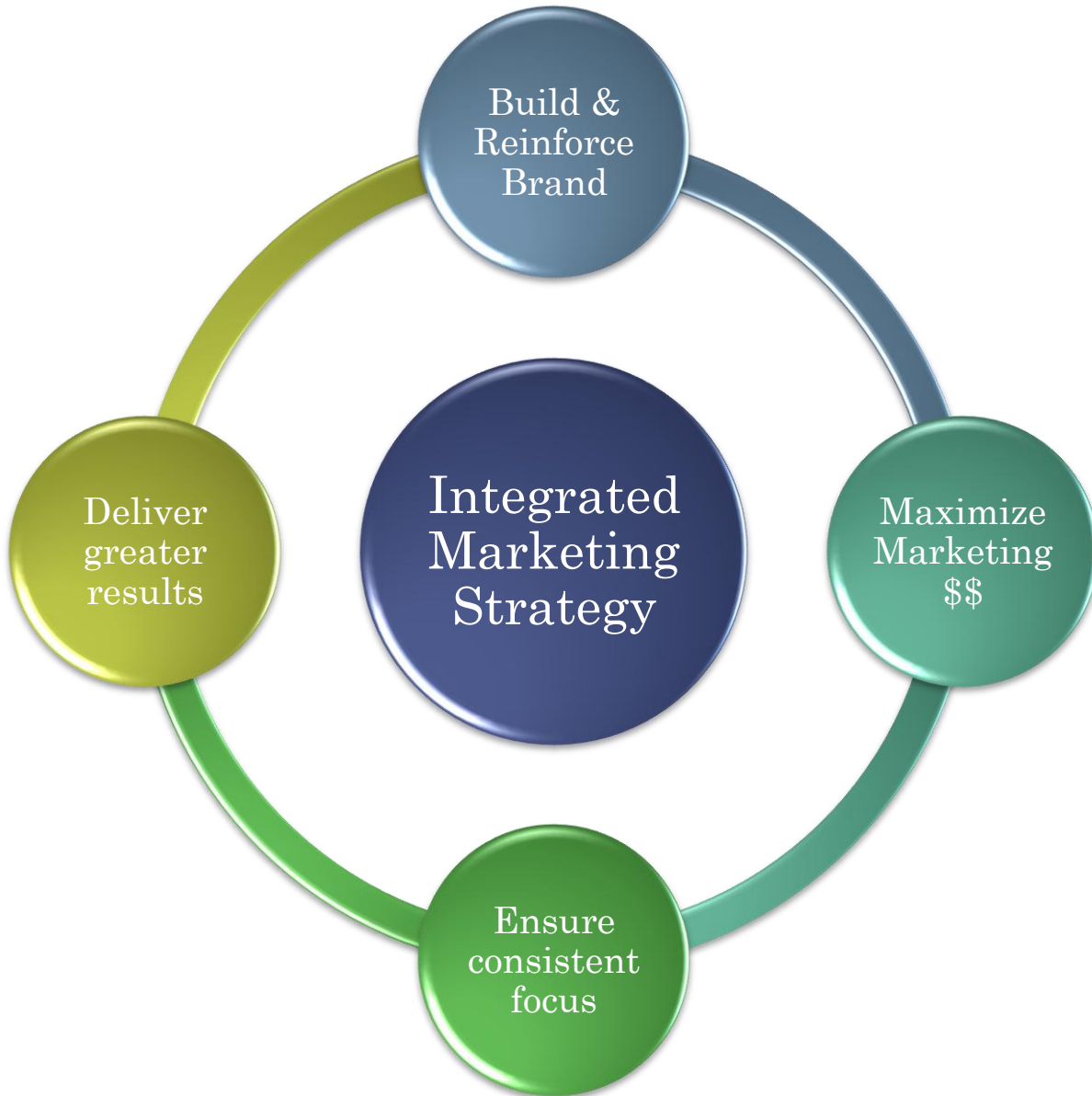




CERIMAGE CONSULTING

Integrated Marketing Strategy

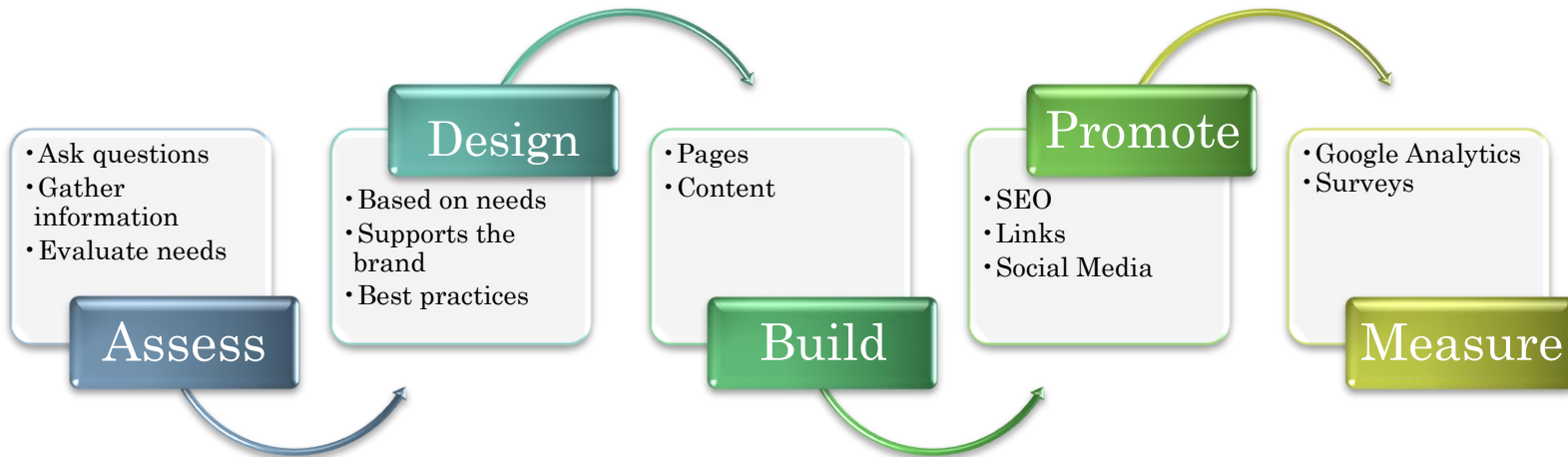


WHAT IS INTEGRATED MARKETING?

An Integrated Marketing brings together discrete marketing approaches into one cohesive marketing strategy.

This delivers better results for fewer marketing \$\$.

CERIMAGE METHODOLOGY



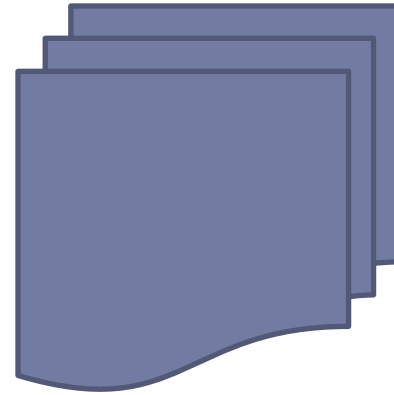
ASSESSMENT

- Understanding the business
- Who is the audience?
- What tools are in use?
- What is working/not working?
- Interviews/Questionnaires
- Competitive Analysis



DESIGN

- Design
 - Focus on Usability
 - Ease of use
 - Navigation
- Page Layouts
- Information Flow
- Create Branding



BUILD

- Layout
- Content
- Skin
- Multi-Media

PROMOTE

- Search Engine Optimization (SEO)
 - Content, Page Titles, Keywords
- Links
 - Other sites, Articles
- Social Media
 - YouTube, Facebook, Linked In
- Announcements



MEASURE

○ Google Analytics

- Create account
- Create reports

○ Survey Monkey

- Create exit survey

The screenshot shows the Google Analytics homepage. At the top, there is the Google Analytics logo, a language dropdown menu set to 'US English', and a search box. Below the logo is a navigation bar with links for HOME, PRODUCT, SUPPORT, EDUCATION, PARTNERS, and BLOG. The main content area features a headline: 'Enterprise-class web analytics made smarter, friendlier and free.' To the right of this headline is a blue button labeled 'Access Analytics' and a link for 'New to Google Analytics? Sign Up Now'. Below the headline is a paragraph of text describing the service. At the bottom, there are three feature highlights: 'ANALYTICS INTELLIGENCE' (monitoring and alerting on data patterns), 'ADVANCED SEGMENTATION' (isolating and analyzing traffic subsets), and 'FLEXIBLE CUSTOMIZATION' (getting data in a custom way with reports, variables, and API).

The screenshot shows the SurveyMonkey homepage. At the top, there is the SurveyMonkey logo and a navigation bar with links for Home, Take a Tour, Plans & Pricing, and Customers. The main content area features a headline: 'Create smart, professional surveys with ease.' To the left of this headline is a vertical menu with the following items: 'Creating a Survey' (highlighted), 'Getting Started', 'Question Types', 'Survey Templates', 'Customization', 'Response Validation', 'Skip Logic', and 'Printable PDFs'. Below these are sections for 'Get Responses', 'Analyze Results', and 'See Use Cases'. To the right of the headline is an image showing several overlapping screenshots of the SurveyMonkey interface, including a survey creation screen and a survey results screen.

DELIVERABLES

- Fully functional website
 - Main page, About Us, Products/Services, Contact Us, Bios/Testimonials
 - Additional pages per contract agreement
- Content development/copywriting
- SEO tags, keywords and content
- Google Analytics set-up with reporting
- Images provided by client or will license
- Hosting available