

02

Why?

Gain New Customers

Like bringing new customers on board? Use the simplicity and effectiveness of an online campaign to invite them and lead them directly to your doorstep.

Educate Current Customers

Your current customers are your best resource. Keep them coming back. Educate your customers with free info about your industry, statistics, experiences, and true-to-life situations. Always stay in touch, always.

Strengthen Your Brand

Your brand is so much more than just your logo. It's the picture people paint when thinking about your business or you directly. It builds your reputation.

New Product Or Service Launch

So it's time to release your new thing-a-ma jig. New product and service launches are very exciting and the stakes are high. Get your best ROI from a meticulously planned internet marketing campaign.

Event And News Announcements

Got something new to tell the world? A new hire, an article in the paper, a special event? Let everyone know.

03

How?

Internet marketing is a compilation of methods to deliver your message through online campaigns. Sort of like a Swiss Army Knife or Batman's utility belt. These methods are used to guide targeted visitor traffic to your website to increase leads.

IC9design writes, develops, edits, designs, and delivers combinations of these creative methods to ensure your online marketing campaigns are successful and cost effective.

What do you think of when we say "where's the beef?," "I'm lovin' it," or "finger lickin' good"? How about "like a good neighbor," "snap, crackle, pop," "just do it," or "a diamond is forever"?

None of us would have any idea what these slogans meant if there wasn't a multimillion dollar marketing budget behind them, right?

It certainly seems like the slogans that stick are the ones you see, hear, and sometimes feel everyday (think: Starbucks branded coffee cup). And it's not just luck or lots of money that make these marketing strategies work. There is a complex web of understanding on how to draw attention to your product or service. Smart marketers know this and use it to their clients advantage.

You deserve to afford a smart marketer.

IC9design provides affordable services to small and medium-sized businesses looking to increase leads, broaden their prospect base, and keep current customers interested.



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Internet Marketing

The secrets to building loyal customers and attracting new ones through the use of online resources.

There are many paths to the top of the mountain, but the view is always the same.
- Chinese Proverb

01

Start



Your marketing campaigns are built using proven technical, editorial, and creative design techniques.

These techniques pull together a complete solution that utilizes trackable delivery of information, two way communication, a core message supported by facts, figures, and visuals, and continuous improvements to add backbone to each campaign.

These services drive traffic to specific landing pages on your website so what the visitor sees is exactly what your message promised. Oftentimes, the different deliveries interact with one another to strengthen your core message.

Strength in numbers AND execution.

04

What To Use

Newsletters

94% of US internet users have gone online and sent or read email. Newsletters keep your clients close.

Email Notifications

There are more than 2.9 billion email accounts worldwide. Better start building your opt-in list.

Press Releases

Good press is hard to get. Send out a press release and watch your website traffic jump.

Blog

Studies show that 20% of consumers will visit more than one blog post before making a buying decision.

Social Media

Over 70% of American adults that use the internet are members of Facebook, LinkedIn, Twitter, and many others.

Video

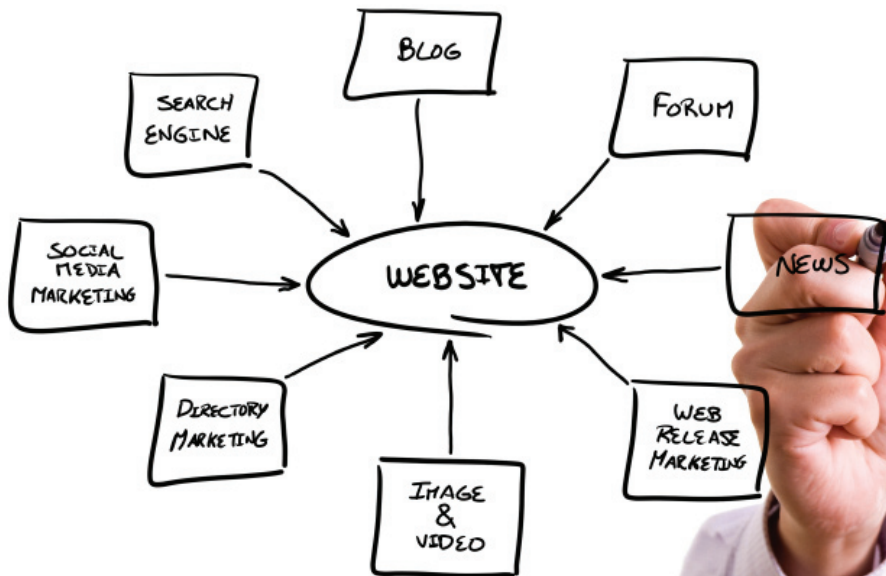
SHOW exactly what you want to tell. YouTube exceeds 2 billion views a day. Everybody is watching.

SEO

What good is having a website if no one can find it? Rank higher and earn your slice of the pie.

Analytics

Know who is visiting your site, what pages are performing best, and a whole lot more.



According to the CIA World Fact Book, there are currently 245 million internet users in the U.S., 27 million in Canada, and 31 million in Mexico. Your customers are doing their research well in advance, so you need to make sure that the information they're viewing online is up-to-date and emphasizes the positive aspects of your product or service.

Beyond Your Website

The Truth About Driving People To Your Site

Your website is like a store, it won't do you much good if no one visits it. Stores generate traffic by being in busy locations like malls or street corners. They also advertise. You probably can't afford to open a shop on New York's 5th Avenue. But online, someone may just as likely find something at your site as they would at the sites of the biggest companies in the world. The playing field online is much more level. The way most people find a website is when they are searching for something through Google, Yahoo, or Bing. Ideally, your web page would come up within the first couple pages of the search results. Of course, in a crowded field like cars, electronics, jewelry, etc. this can be tough. To get your site to appear higher in the listings, you need to have external links to your site (through marketing and email campaigns) and work on your search engine optimization (SEO) with the right mix of keywords and phrases in your content. Regular site updates and unique content will boost your rank. You've heard of the snowball effect? The more emails, newsletters, and press releases you send, the higher your rank, the more people see your brand, the more they visit your website, the more likely they will buy from you.