

• **GOOGLE IS THE NEW YELLOW PAGES**

Most people begin their purchasing experience by doing online research to compare product prices, quality, and services. Even if they end up making their purchase in a store, they start their fact-finding and decision-making on the Internet.

• **TOP SEARCH RANKINGS GIVE YOUR WEBSITE AN EDGE**

Did you know that 95% of people do not look at the second page of results when searching on the Internet.

• **TARGETED MARKETING**

Online advertising specifically targets the demographics and geographics of people looking for your products and services. You only need to pay when someone clicks on your ad.

• **COST EFFECTIVE LEADS**

Internet Marketing can be more cost effective than traditional forms of marketing. It allows you to track everything about your marketing campaign - from return on investment to cost per conversion.

I know that **half** of my advertising dollars are **wasted**... I just don't know which half."

- **John Wanamaker**  
(created the concept of the department store, and pioneering father of advertising)

With online advertising you can **track everything**.

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6401 W. Eldorado Parkway  
Suite 111  
McKinney, TX 75070  
**1-877-4MY-WEBB**  
Phone: (214) 504-1919  
Fax: (888) 634-0779  
<http://www.4IMI.com>

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**DRIVING YOUR BUSINESS ONLINE**

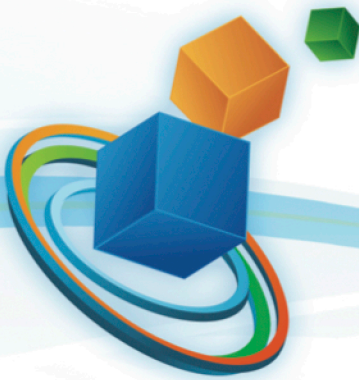
Find out how to **modernize** your marketing campaign.



\* Look for Exclusive Promo Code

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**Internet Marketing**

**How effective is your marketing plan? Why your business needs to invest in Internet Marketing:**

- Increase marketing efficiency - online marketing can be changed daily or even hourly to adjust to changes in market conditions
- Customer relationship building - you can interact with customers and learn more about what their needs are and how you can better service your customers
- You can better target specific demographics and geographic markets. Additionally, you can access global markets from any location.
- You can track costs for return on investment, return on ad spend and cost per conversion
- Can be more cost effective than phone books, print, radio and TV
- Your competitors are using it

**Search Engine Optimization**

**Are your potential customers finding your website. Why your business needs to invest in Search Engine Optimization:**

- 95% of people do not look at the second page of results when searching on the Internet
- The top 3 organic listing positions get 70% of all search traffic
- SEO brings higher traffic to your website, more customers, more profits and brand awareness
- It's the best return on marketing dollars spent
- SEO levels the marketing playing field. Small business can now compete with big businesses online
- It's a 24/7 marketing team

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**Website Design**

**Website design that drives results. Why you need a website design strategy:**

- First impressions count - visitors to your website make a decision in less than 3 seconds whether or not they will stay on your site or leave and go to a competitor's site
- We design websites that enhance your business
- We create websites that have mobile phone and iPad versions included

**Benefits of good website design:**

- Engages your customers
- Companies with professional websites look more credible than their competitors
- Gives customers better usability
- Good website design provides better search engine ranking and visibility