

Internet Marketing and Management Group (IMMG) was founded on the belief that we can provide our clients with the tools they need to outperform their competition by delivering integrated services and providing a single, cohesive source for web-centered marketing and management expertise, supported by cutting edge, web-based technology.

Our IMMG solution teams build more than Websites, we build businesses. IMMG is your web-centered, integrated marketing and management solution. Providing emotionally powerful and lasting impressions that captivate and inspire, IMMG empowers companies with technology, design, ideas, marketing and management--all Fab®-integrated to dominate the competition.

Using our customized FAB 4 approach, IMMG helps organizations enhance identity, increase productivity and profit and connect with customers.

We accomplish this by providing over 100 different solutions, value packaged into our Fab-integrated services that include FAB 1- 8PASS & e-Branding, FAB 2 - Website & e-tracking, FAB 3 - Marketing Campaigns and FAB 4 - Sales Cycle.

IMMG's philosophy is simple. These are our five basic tenets:

- 1) Use the best technology available.
- 2) Use the most creative, cost-effective and measurable methods to deliver a compelling message through that technology.
- 3) Create strong client relationships that promote trust and eliminate traditional pay-per-project concepts.
- 4) Offer unlimited access to the best technology through a manageable monthly payment plan.
- 5) Create standardized processes that can be delivered in an integrated fashion. Integration propels the company's methods and message to value-oriented solutions that cannot be achieved otherwise.

[www.WebIMMG.com](http://www.WebIMMG.com)

# FAB 3 Campaign Building



**Website Solutions**  
**E-Management Solutions**  
**Integrated Marketing Solutions**  
**Detailed Marketing Performance Tracking**

**FAB 1 8PASS & e-Branding** - 8PASS and e-Branding

**FAB 2 Website & e-Tracking** - Website Building and e-Traffic Generation

**FAB 3 Marketing Campaigns** - Campaign Building for Target Markets

**FAB 4 Sales Cycle** - Sales Cycle Integration

**P: 1.888.Web.IMMG (932-4664)**

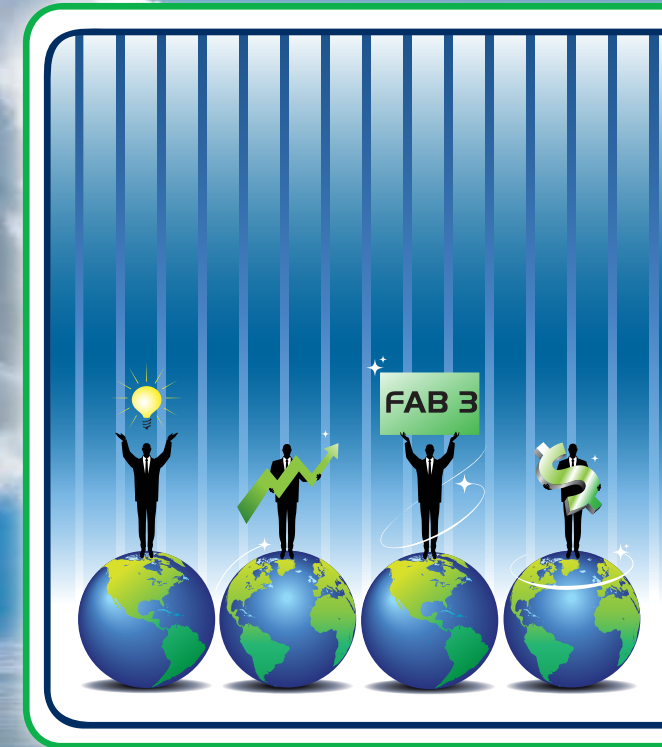
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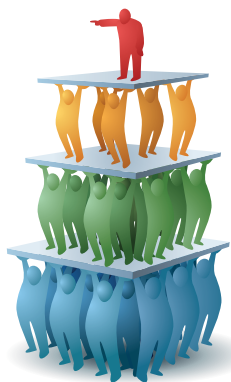
## FAB 3 Marketing Campaigns

### Campaign Building for Target Markets

IMMG is fully committed to understanding your marketing needs and maximizing the Return on Investment (ROI) of your promotional campaigns. IMMG accomplishes this by developing compelling and engaging marketing messages, delivering those messages through state-of-the-art Internet technology and/or traditional media, and providing measurable results. We do all this while providing you with unparalleled, high-value service that is marked by professionalism, reliability and timeliness.

Effective Internet marketing is more than just a Website. IMMG knows that your business demands complete and integrated Internet marketing along with related management strategies, in order to succeed in today's competitive business environment. We provide comprehensive Internet marketing strategies and solutions that are designed to meet and exceed the expectations of your company and its customers.

An effective online marketing campaign requires careful market research to identify the target market; clear messaging that speaks to that market, the wise use of compelling and new technologies to achieve campaign goals and detailed analytical monitoring to measure the success of the campaign.



*"IMMG was instrumental in their marketing campaign and helped me achieve a level of success very early on in my business. A lot of my success I owe to Wayne and IMMG..."*  
-R. G. Stratt, MD, FACCP

### Measurables and Return on Investment

A marketing campaign can prove to be both challenging and borderline useless if you cannot measure its effectiveness. During the 1990s, many companies tried in vain to garner data about their customers, and most measurement of marketing and management value was anecdotal. At IMMG, we pride ourselves on delivering measurable results so that you – our clients – can easily evaluate your campaign's effectiveness, ROI and the campaign's success.

### Analytical Data

At IMMG, we provide you with detailed and thorough analytical reports to make it simple for you to review the status of your marketing efforts. Campaigns are analyzed live, weekly, monthly or quarterly - depending on the media used.

### Mixing Technology and Traditional Media

Hybrid Marketing campaigns couple technology with traditional media sources to provide strength through advertising that is tailored to niche markets, special events designed to reach targeted audiences, and a saturating media relations program. At IMMG, we provide all these services and more:

- Marketing messages that are tailored to your specific target audience.
- A savvy and dynamic online presence that uses state-of-the-art technology.
- Detailed analytical data that lets you assess your marketing campaign's ROI.
- Prompt and reliable service from experienced professionals.
- One low monthly fee that includes all of IMMG's high-value services.

### Target Markets

When your company is ready to market its products and services, you must first identify the right people to target with your efforts. The technology will get the message out, but if you are delivering the right message to the wrong people, you have failed. The professionals at IMMG will help your company recognize its current target audience and define any future markets as well. The ability to precisely define the market is a key component in producing positive and measurable results.

### Research

IMMG will listen closely to what you have to say. Although we may have already done work in your industry, we know that no two companies are alike. We apply an in-depth understanding of your products and services and how you want to market them so that we can work with you to identify the most appropriate target markets as well as which product and service features are most compelling for each audience. Then, we will determine the best communication method for impacting your audience.

### Market Penetration

IMMG's team of professionals develops engaging and compelling marketing messages and delivers them with the most appropriate Internet tools to connect with your markets. Our approach may include developing a Website with high Search Engine Optimization (SEO), determining where to place Pay-Per-Click (PPC) ads, crafting compelling video/audio email campaigns or adapting a variety of other marketing tools to best serve your company. Throughout our work, we have continually identified the right combination of "WOW!" factor and substance that delivers success for our clients.

*"My guerilla marketing campaigns were effective, well balanced and executed in a timely fashion, Thanks IMMG..."* – Amy, InteriorDecorGroup.com