

www.WebIMMG.com

# Internet Marketing & Management Group

*"Websites are just the beginning..."*

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

- FAB 1<sup>®</sup> e-Branding & Collateral** - e-Branding and Collateral (enhance identity)
- FAB 2<sup>®</sup> Website & e-Tracking** - Website & e-tracking (increase productivity and profit)
- FAB 3<sup>®</sup> Marketing Campaigns** - Marketing Campaigns (connect with customers)
- FAB 4<sup>®</sup> Sales Cycle** - Automated Sales Cycle (CRM management for profit)

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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. We deliver integrated services by providing a single, cohesive source for Web-centric marketing and management. Our integrated programs are supported by Web-based technology.

IMMG Solution Teams build more than Websites, we build business. IMMG is your Web-centric, integrated marketing and management solution. We provide emotionally powerful and lasting impressions that captivate and inspire. To dominate your competition, IMMG empowers companies with: **Websites, Design, Technology, Marketing and Management, Ideas, 100+ Services**, all FAB<sup>®</sup>-integrated.

### CLIENT BENEFITS

IMMG is your One Source to seamlessly create, manage and integrate:

- Logo and Branding
- Website
- Marketing Campaigns
- Best Technology available
- Most Creative, Cost-Effective and Measurable Methods to deliver a compelling message through that technology
- Strong client relationships that promote trust and eliminate traditional pay-per-project concepts
- Unlimited Access to the best technology through a manageable monthly payment plan
- 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
- Sales/client/customer automated follow up FOR LIFE!

### ADDITIONAL BENEFITS

- No Employees
- 6 Month interval contracts insure performance
- ONE Source Solution Responsible for all of your technology and marketing needs

### SEO Google Page 1

Search Engine Optimization (SEO) is the process of adapting your Website's content and other important variables so that your site ranks high in the organic results of the major search engines....(Learn more online)

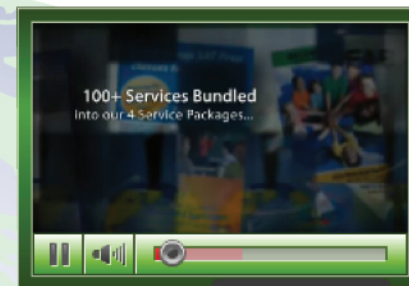
SEO Page 1 Google Video

### Social Media--Facebook and Twitter

What's all the fuss? Learn how to integrate your marketing with social media. Find out how Facebook and Twitter can help your ROI or hurt your reputation.....

Social Media

Go online now to watch videos of all IMMG Services!



Get ideas and tips from our success stories

### Testimonials & Success Stories



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*"Websites are just the beginning..."*

*"Wayne and IMMG have taken my marketing strategies, Websites and results to new heights...."*  
Scott Brook, PNA Co-Founder and Coral Springs Mayor

## FAB 1® e-Branding & Collateral

Internet Marketing and Management Group's (IMMG) 8 Point Advantage Start System (8PASS) is the foundation for transforming your brand. Our experience shows that even the most established companies can benefit from a "Best in Class" review or makeover. This is why we start all our clients at the FAB 1® service consultation point. The 8PASS system offers 8 services that ensures every business has the branding and marketing cache needed to be successful.

Included in our FAB 1® are the Initial Direction and Idea Consultations, including developing Point of Differences (PODs), Keyword Analysis, Competition Analysis and SEO Analysis.

### The 8 Point Advantage Start System (8PASS) includes:

1. Logo Design
2. Domain Search and Capture
3. Toll Free Number Search and Capture
4. Name, Tag Line Creation
5. Business Card and Stationery design
6. Virtual Office setup
7. State Incorporation (if necessary)
8. Virtual Banking (if necessary)

### IMMG's FAB 1® Client advantages:

- Branding helps you establish a cohesive, easily marketed identity.
- We create your company identity with an eye toward the future, such as Website design and SEO.
- Our Strategic Analysis and Action Plan is your road map to success.

*"Producing innovative ideas for mass campaigns, IMMG has always had the appropriate cutting edge tools..."*  
 -Anthony Santiago, CEO & Co-Founder of Access for America

## FAB 2® Website & e-Tracking

In the second FAB® module, IMMG will carefully craft your Website to meet your goals as an online dominator in your industry. We ensure that your Website will always be compliant with the major search engines. In addition, Search Engine Optimization (SEO) is a dominant feature when programming every page of your Website.

*"Terrific job on our logo... It was amazing seeing our logo and branding pulled together on everything..."*  
 ~ Gregg S. Berkowitz, MD, FAAOS,  
 Advanced Orthopedics and Sports Medicine

What sets us apart from almost all other marketing firms, quite simply, is integration. We integrate your Branding, Marketing Campaigns and Sales Cycle with your Website. All of your marketing becomes Web-centric because IMMG is creating all of your campaigns, Sales Cycle and Website pages to integrate with each other for a seamless client/customer interaction.



*"I do primarily cosmetic medical and surgical procedures. Wayne was instrumental in his 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. He not only developed a very nice and excellent website, he helped me with my email campaigns as well as my mailing campaigns. I'd recommend Wayne very highly."*  
 ~R. G. Stratt, MD, FACCPC

## FAB 3® Marketing Campaigns

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.



*"I need to give a very large 'Thank you!' to my business manager and guide through the world of private enterprise, Wayne Marnell of Internet Marketing and Management Group. Without you, I would not have even begun the journey..."*  
 ~ Rich Mendelson, Building Champions (page 6)

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

### Lead Generation Campaigns

This is accomplished through specific campaigns designed to get the phone to ring...immediately.

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

## FAB 4® Sales Cycle

IMMG's Sales Cycle kicks in after FAB® 1, 2 and 3 generate leads. Using automation, IMMG Sales Cycle also interacts with current and past clientele to achieve greater referrals and continued loyalty. Our FAB 4® Sales Cycle provides a managed view of your CRM (Customer Relationship Management) as it relates to how you communicate with your customers, when your message is transmitted and what message is delivered...ALL AUTOMATED.



The Internet and CRM Automation is changing the face of business through its ability to deliver your message to your clientele on platforms that have meaning to them (Facebook, Twitter, Email, Text, etc...). IMMG makes it simple for you to drive sales productivity with our automated Web-based Sales Cycle tools. IMMG can integrate sales with marketing for increased revenue.

Customer/Client database management and segmentation are important to today's growing businesses. Because the cornerstone of IMMG's sales cycle is simple but direct communication with your past, present and future clientele, we will show you how various fully automated point-of-contact opportunities will greatly increase your ROI. With an automated CRM platform, your new conversions and referral rate will increase.