

InterRep

Strategic Internet Marketing

“Get Checked Out Online!”™



Internet Advertising

The Future of Advertising

Fastest Growing and Most Current Form of Advertising

Internet Marketing and Advertising Continues to Grow!

More and more customers are turning to the Internet to find the businesses and products that they require. Every year, more and more goods are purchased over the Internet. If your customers can't find you online, chances are they will find your competition. This is why InterRep's slogan is "Get Checked Out Online!"

InterRep's Internet Marketing Representatives are knowledgeable in all areas of Internet marketing. Unlike other Sales Reps, we are not limited to one website. We promote a wide variety of Internet sites and media. **Our only objective is to get you customers and increase your revenues at the lowest possible price.**



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...Did you know that **social networking websites** are also **used for businesses**? In fact, that was originally how social networking got started. If you are a small business owner, especially one that operates an **online business**, there is a way that you can use social networking sites to your **advantage**.

*-Karl Glentschnig, Articlesbase,
"Using Social Networking Websites to
Promote Your Business"*

As networking sites like MySpace and Facebook grow bigger and more amorphous, **niche communities are gaining in popularity**. By one measure, traffic on MySpace grew 9% from 2006 to 2007, but traffic on sites like Flixster, a networking site for movie-lovers, tripled.... SkiSpace, for example, has jumped to 10,000 members in the month since it launched.

*-Paula Lehman, Businessweek, Sports Business,
"Social Networks That Break a Sweat"*



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- This Trend is Accelerating

The reason there is continued growth in the Internet market is because of the **many advantages** it offers **over conventional marketing**. Following are nine reasons why Internet marketing offers advantages over conventional marketing:

1. Its cost effective
2. There is no need for a brick and mortar store
3. People are seeking answers to problems
4. Information helps solve problems
5. Web domains are inexpensive
6. There are many experts available
7. The distribution of content is rapid
8. Physical barriers are lowered by electronic media
9. Access to global audience available



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- Yellow Page Book Usage Continue to Shrink

The proliferation of small business websites has a lot to do with the increasing number of people who are **using the Internet** in order to **find information on businesses**.... Nowadays, people aren't as inclined to use the Yellow Pages, she says, "They just go on the Internet."

-Evelyn Lee, www.njbiz.com, "Internet Can Make a Big Impact on Small Business"

Internet advertising giant Google reported a strong increase in sales despite the current economic slump.... **When economic times are tough, people don't stop searching for things online...** they just search for different things.
-CNN Money



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Here is The Problem if You are Not Advertising on The Internet

- Your Competition is There
- Your Customers will look for Your website
 - Less Customers
 - Less Revenue
- If Your Business is Not Online,
Then You are Doing Less Business Than You Could



Total U.S. spending for **search advertising** jumped **62%** year over year, to \$9.4 billion in 2006, according to the Search Engine Marketing Professional Organization (sempo.org). By contrast, **offline business-to-business advertising will shrink 2.7%** from 2006 to 2007, predicts TNS Media Intelligence (tns-mi.com), a market research firm.

-CNN Money, Jonathan Blum

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Traditional Advertising is Not Cost Effective

- Television Advertising is Expensive and Only Lasts for Less Than One Minute
- Consumer Mailings Get Discarded

... **Internet marketing** is considerably **cheaper** than that of television. (And ironically more and more Americans are tuning into their favorite shows online.) Since marketing budgets may contract for some businesses, looking to **online solutions for advertising** may become more **common**. So far, most Internet marketing researchers have concluded that is likely for online advertising to **increase incrementally** each year well into 2012.

-Hiring the Internet, The Executive's Guide To Successful Internet Marketing



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Benefits of Internet Advertising

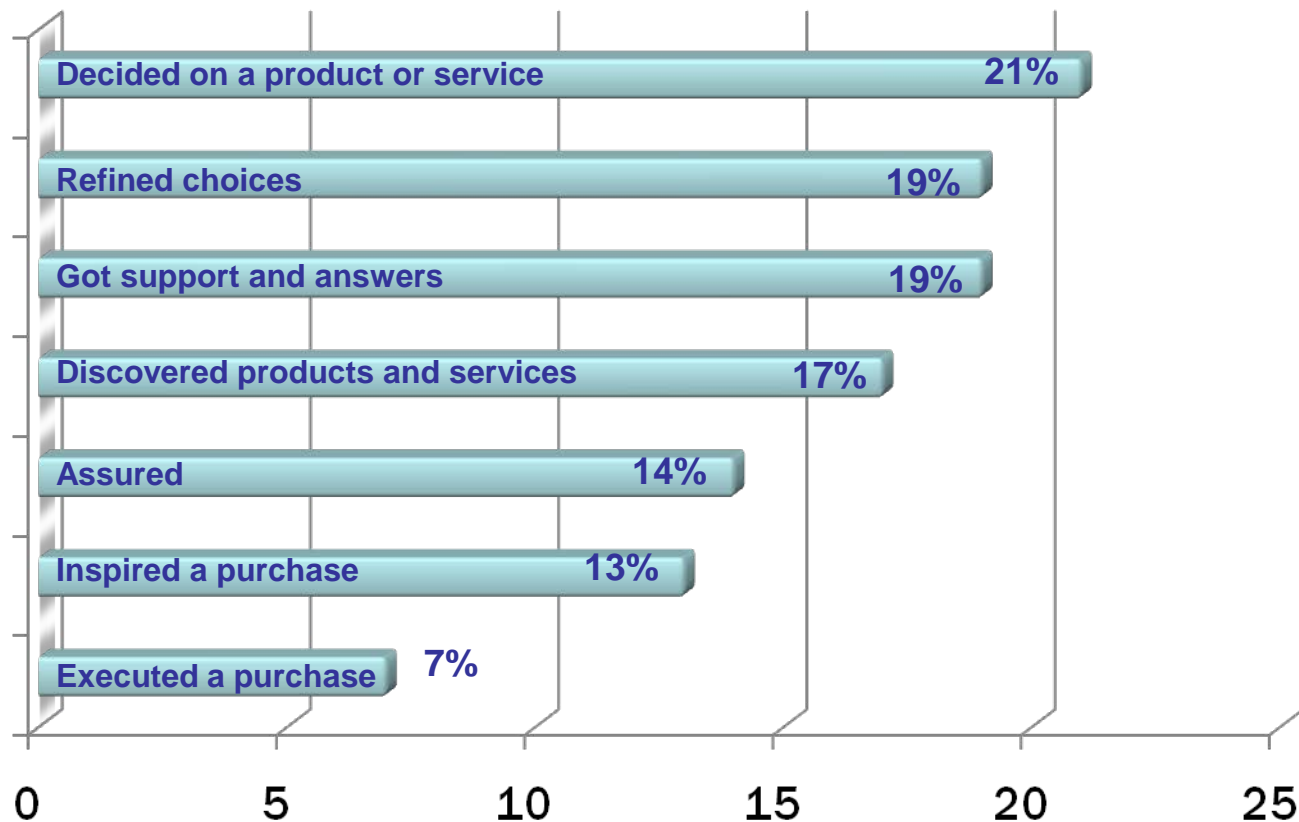
- The Content is Available 24 Hours Per Day – 7 Days Per Week
- The Content That You Develop Can Be Used in All of Your Marketing and Advertising
- An Internet Advertising Campaign Will Pay for Itself in Less Than 6 Months
- Internet Advertising Cost Less
- Internet Advertising is Highly Targeted



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In Today's Market, Even Blogs Affect Purchasing Decisions

Aspects of the Purchase Process in Which Blogs Play a Role According to U.S. Blog Readers, August 2008 (% of respondents)



Source: BuzzLogic, "Harnessing the Power of Blogs" conducted by JupiterResearch as cited in press release, October 28, 2008

Customers Need to Be Able to Find You

- Customers Use Cell Phones to Find Businesses
- Customers Look to the Internet Before Making a Final Decision

Cell phone buyers rely on **different types of input** – salespeople, websites of vendors, blogs, and review sites online – to **help structure their decision**. The need for information is great in winnowing down the range of options, and the contractual commitment in many cell phone purchases adds to the **demand for information**.

-Pew Internet & American Life Project



56% of Internet users who researched their cell phone before buying ended up being satisfied with purchase.

-Handhelds, Internet usage

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Traditional Advertising is Not Cost Effective

- Print Advertising is Expensive and Only Runs One Time

The exposure a small business can gain through a **website is relatively inexpensive**. A custom-designed five-page site can cost around \$1,500 and a 15-page site costs about \$3,900. That compares to the \$5,000 to \$10,000 some magazines charge for advertising.

-Evelyn Lee, www.njbiz.com, "Internet Can Make a Big Impact on Small Business"

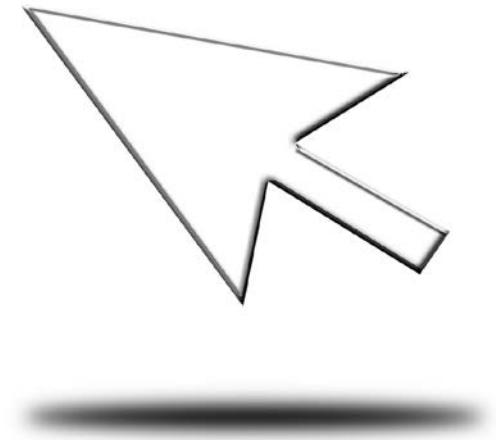


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InterRep Advantages

- Work One-On-One with Your Sales Representative
- One Stop
- Payment Plans Available
- Satisfaction Guarantee
- Industry Leader



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How We Work With You

- **We meet you** - our typical customer is just like you - a business owner who is looking to get more customers at the lowest possible expense.
- **We get to know you** - we interview you and learn about you and your business. We want to know what you do, what makes you different, what products and services you offer and learn about your customers.
- **We propose an Internet marketing strategy customized to your needs** – free of charge you will receive our recommendations to significantly enhance your exposure and obtain more customers at the lowest cost possible.
- **We review the proposal with you** – we want to hear your input. We listen to you suggestions and answer all of your questions.
- **We prepare a budget with you** – you get the benefit of all of the new exposure and immediate new business at a low monthly fee. All of our media can be used in conjunction with your existing marketing and advertising!
- **We go to work for you** – Our design and marketing teams go to work producing your media campaign. Within 2 weeks, your media will be produced and live 24/7 for the world to see!



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