



INTERNET MARKETING OPTIMIZATION

Internet Marketing Optimization (IMO) combines **Search Engine Optimization (SEO), Social Media Marketing, Email Marketing** and **Result Tracking** to optimize profitable sales.

Once a website is optimized for the internet for the proper keywords, the complementing efforts of a social media and email marketing campaign are designed to push your brand and company out into cyberspace. As customers' behavior is being tracked, we are able to analyze trends, refine tactics, and customize your campaigns to target customers that are more qualified to becoming a potential sale. This four pronged strategy will accomplish the client's desired goals: more inquires, more phone calls, more business, etc.

This program is recommended for small business owners who are looking to expand their reach, increase awareness of their company, and generate valuable leads and sales. It can also be used by mature businesses to target a population they have not tapped into and to ensure that they are maximizing their potential.

If you have any questions about the content of this list or would like to discuss anything, please contact an Artiliënt consultant at: contact@Artiliënt.com. More information about Artiliënt can be found at: www.Artiliënt.com. The contents of this list may change without notice.



Search Engine Optimization

SEO considers how search engines work and what customers are searching for. Optimizing a website primarily involves editing its content and HTML coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines.

Processes:

1. Keyword Research & Selection.
2. Onsite Changes.
3. Press Release distributions.
4. Local Listings.
5. Bookmarking.
6. Directory Submissions.

Up to 5% of our income is donated to the Ronald McDonald House (<http://www.pasadenarmh.org>).

225 South Lake Avenue, Suite 300, Pasadena, CA 91101

Web: www.Artiliënt.com. E-mail: info@Artiliënt.com

Fax: 866.511.5631. Tel: 626.381.9759



7. Article Distribution.
8. Linking.

Benefits:

- Volume and quality of traffic to the website will be improved.
- Become listed near the top for search results which will bring in traffic naturally from the search engine.
- Be found in local search directories (ex. Yelp, Yellowpages, City Search, etc.).
- Generate leads and sales.



Social Media Marketing

SMM utilizes certain websites such as LinkedIn, Twitter, Facebook, etc. to build an online buzz surrounding the prospective website. This involves building an online network and reputation that will drive targeted traffic to the website by interacting with people through discussions, feedback, insights, ratings, news posts, and asking/answering questions.

Combining the SEO efforts with Social Media will maximize the exposure of the website in a targeted fashion. The investment in time with a social community, whether it's Twitter, Facebook or LinkedIn, along with the quality of interactions, builds trust in online advertising. Social media marketing efforts create conversations and buzz to influence queries on keywords that are being targeted with SEO.

Benefits:

- User-friendly platforms.
- Availability to target new audiences.
- Ability for user-user communication.
- Minimal cost.
- Control of messages.

Up to 5% of our income is donated to the Ronald McDonald House (<http://www.pasadenarmh.org>).



* Focus is placed on **LinkedIn** as we have seen the most value by concentrating efforts here for our clients.

LinkedIn (<http://www.linkedin.com>)

The ultimate goal is to be found, to gain awareness, and build online relationships.

- **Start Discussions/Answer Questions**

Benefits:

1. Identify the right targets as potential customers.
2. Increase leads and sales through targeted messages.
3. Increase website traffic.
4. Become a sought after resource.
5. Learn trends in the marketplace.
6. Discover the relationships between customers, prospects and other contacts.

- **Company Group**

Benefits:

1. Testimonials and References. Build an online reputation and gain credibility.
2. Company Discussions. Have a question? Open it up to your online network to get feedback and suggestions.
3. Company News. Keep your clients close to your business and updated on the latest news and/or deals.
4. Company Jobs. List your jobs and find qualified candidates.
5. Relationship Building. You will be able to invite current and past clients into your group and keep them involved with your company.

- **Company Profile**

Benefits:

1. Awareness. Users seeking to find a company within their geographic area will be able to find your company and have an opportunity to see who has worked there, how long, as well as an overview about the company.
2. Company Information. The company page is about the company and not about you or employees.

Up to 5% of our income is donated to the Ronald McDonald House (<http://www.pasadenarmh.org>).



3. Improve Search Engine Optimization. LinkedIn company pages can sometimes help to get your company on page 1 of the search engines.
 4. Blog Promotion. Link your blog RSS to your company profile on LinkedIn. Also be sure post to your LinkedIn groups.
 5. Company Branding. Create your company page with pertinent, relevant and good content about your company and include your logo to promote visual recognition of the company.
- **Optimize Personal Profile**
- Benefits:*
1. Develop a personal touch and relationship with clients.
 2. Keep your network informed through status updates.
 3. Increase your credibility through recommendations and referrals.
 4. Improve SEO by placing company website in profile.
 5. Share methodologies to market your services.

Email Marketing

A good email marketing campaign can help you:

1. Increase Your Sales Conversion.
2. Generate Repeat Sales.
3. Up-sell and Cross-sell Products and Services.
4. Gain Valuable Feedback from your Visitors.
5. Drive Web Users to Make Offline Purchases.

Processes:


1. Use company's existing customer email list.
2. Purchase a new email list.
3. Offer a weekly, bi-weekly, or monthly e-newsletter (*example below*).

Up to 5% of our income is donated to the Ronald McDonald House (<http://www.pasadenarmh.org>).

Newsletter Example

What's Happening at Clean Green Guy?

Newsletter Volume 1, Issue I
November 9, 2009



Dear !*FIRSTNAME*!,

Clean Green Guy is growing and expanding at a fast rate and we want to keep you up to date with our monthly newsletter. Look for the latest deals, jobs, discussions, articles and website updates as we connect investors, financiers and service providers with the goal of deal making.

LATEST DEALS

- [SafePlug Smart Energy Management](#)
- [Santa Monica Electric Vehicles](#)
- [Green Event Management](#)
- [Solar Farm](#)
- [Green Amazon](#)
- [Algae Biofuels](#)

Quick Links:

- [CleanGreenGuy.com](#)
- [Quick Sign-Up \(FREE\)](#)
- [Deal Marketplace](#)
- [Directory](#)
 - [Entrepreneurs](#)
 - [Investors](#)
 - [Service Providers](#)
 - [Passionate about Green](#)
- [Clean Green Board](#)
- [Green News](#)
- [Green Jobs](#)
- [About Clean Green Guy](#)
- [Help](#)
 - [Deal Marketplace](#)
 - [Website](#)

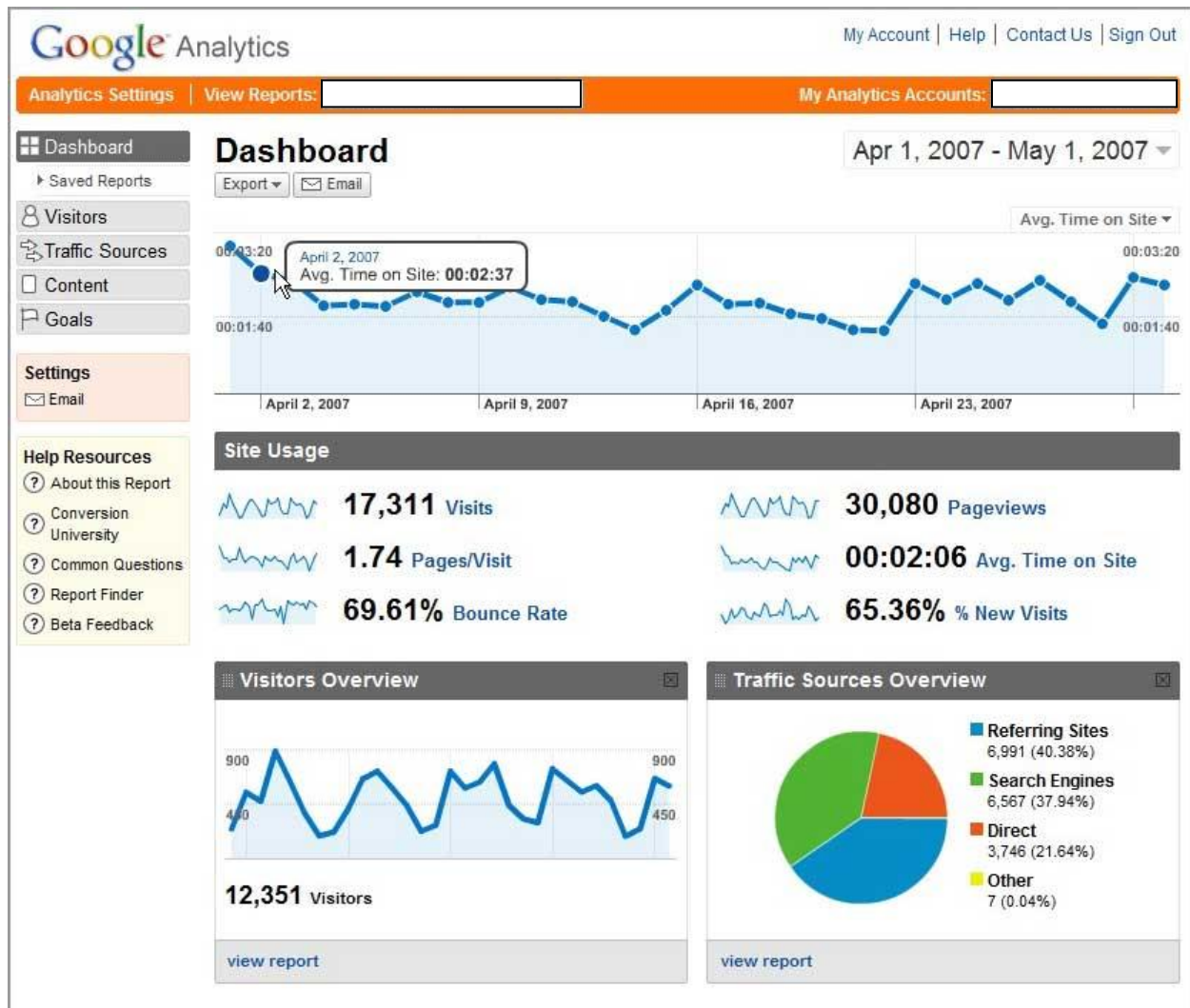
Results Tracking

By installing Google Analytics to your website we are able to generate detailed statistics and recommend the proper steps to take to increase your goals; be it website traffic, leads, business, inquires, phone calls, etc.

Up to 5% of our income is donated to the Ronald McDonald House (<http://www.pasadenarmh.org>).

Benefits:

1. Find out how your visitors locate your website.
2. Identify which pages and links your visitors click the most.
3. Track how many new and returning visitors your website gets.
4. Fine tune your website.
5. Discover trends that will refine an internet marketing campaign



Up to 5% of our income is donated to the Ronald McDonald House (<http://www.pasadenarmh.org>).