

"Three Step Internet Strategy"

As the Electronic age breaks down geographic boundaries, what will differentiate your company from the competition? The Internet has made it possible for a large new group of prospects to find you. When they do, are you ready to take on their business?

The first impression of your company that most new prospects have will be a look at your Web site. The businesses that understand this will capture market share and grow revenue. Those who don't will be lost in a sea of competition. Global Millennia Marketing is the answer to getting your company up to speed.

We can help you to open up your internet selling channel, offer value added services to your existing customer base, Web-enable your product catalog for browsing or establish a complete Internet merchandising solution with IMScart® our e-commerce system, and help guide web surfing prospects toward your site.



Part 1 - "What good is your Web site if no one can find it?"

There are certain results that you can expect on the Internet based on the nature of your business. GMM will help your company to develop a marketing plan to achieve the goals and expectations that you have for your Web site. Marketing services include:

- Web Strategy Development and Consulting
- Meta Tag Research and Development
- Keyword Buying and Placement
- Search Directory Banner and Listing Placement
- Off-Line Media placement
- On-Line E-Mail Campaigns
- Content development
- Supply Chain Strategic Partnership Development
- Statistical Analysis and Web Traffic Measurement
- Customer Migration Strategies

One of our professionals will be happy to speak with you and learn about your business.

We can then formulate the best strategy to bring your company the quantity and quality of visitors needed to achieve your Web site goals.

Call us at 1-877-827-6451 or 1-514-425-9936

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Part 2 - "Once someone has found your Web site, was it worth the trip"

What Contributes to a Successful Web site?

Design

Professional design provides a branded and memorable experience for your Web site visitors. The quality of your site's design has direct impact on the perception of your company and value proposition. Effective design drives visitors to a desired call to action (purchase or requesting information).

When you hire GMM as your Internet partner, our knowledgeable personnel will take the time to understand your business. We will layout all of your available options to help ensure a quick return on investment for your Web based marketing effort.

Content & Organization

Content should appeal to the target visitors that you are expecting. Your existing customers should be serviced, new prospects enticed, the media impressed, and investors informed.

Appropriate content can be developed according to your company's strategy, industry and target market. We will handle all of this for you by looking at what your competitors are doing and taking it up a notch.

Interaction

Visitors need to have a way to interact with your company through the Web. Browsing must be turned into action that delivers results for your company. Web Based Catalogs, Order Entry and Payment Processing with IMScart® can complete sales transactions in real time.

Guest Books, Memberships, and Information requests provide a source of sales leads. Information can be quickly exchanged with your customer base.

Users may be allowed to customize your site to fits their needs. There is no limit to how you can engage your customers on the Internet!

Maintenance

Adding new content, images, products and services updates, promotions and incentives are important in keeping your Web site fresh and up-to-date. GMM provides complete Web maintenance solutions to let you update your site with the click of a mouse, without the need of a Web developer.

Measurement

Our staff will monitor your Web site statistics and discuss them with your key personnel on an ongoing basis. We will analyze trends and point out the positive indicators to help optimize results. GMM is not afraid to set target goals such as number of visitors, number of orders, and return on investment because we have a proven track record of success.

Global Millennia Marketing wants to serve you as a partner for a long, long time.



IMScart® allows merchants to improve focus on the retail execution of their e-Commerce services, manage their product categories and provide better customer support.

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Part 3 - "When they want to buy, does anyone Hear them?"

In the near future, your Web site will be the front end to every department in your company. In order for your site to be successful, it must be Integrated into your sales and marketing efforts. There are two integrations that must occur: The cultural and the physical.

The cultural is the level of awareness of your staff that a current Web marketing effort is in place. Too often information requests are sent to the wrong individual, or sometimes no one at all. How many times have you engaged a Web site and received no response? Education is the answer.

Just as your company has internal procedures for handling your products and services, you must also create them for your Web orders and requests. We will bring your key personnel up to speed and help in designing internal procedures to insure that prospects do not fall through the cracks.

The physical integration is the collection and throughput of data from your Web site into your back end (legacy) computer system.

This is a challenge for many companies, as many software packages cannot handle imports and exports in an open manner.

With IMScart® our Interactive, Internet Merchandising System with its online ordering, category management and IPOS Inventory control these issues are easily resolved.

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The fact is that Customer Service, Order Entry, Shipping, Billing and Purchasing are functions that occur daily in every organization.

The Internet should turn these labor-intensive tasks into value added services and not create more overheads.

The results of our work include:

- Increased Sales
- Increased Lead flows
- More Effective Branding and Image
- Increased Customer Retention
- Increased Cash Flow
- Decreased Expenses

The companies who are embracing these efficiencies NOW, are becoming the market leaders NOW.