

MarketPak

Interactive Marketing Web Site

- Home
- Services
- Gallery
- Latest News
- FAQ
- Directions
- Contact Us

You provide a valuable service, and one that is unique because no other business does it like you do it! Your challenge is letting prospects and customers know what services you provide, as well as why you are better than your competition. The bigger challenge is keeping your name and value proposition in front of these prospects when they are ready to act!

Sometimes when you need to expand your business operations, focusing on a niche market segment is far more important than conducting mass marketing campaigns. Your goal in accomplishing this task is to attract new customers in an efficient and economical way, and grow your business profitably.

MarketPak from interPak provides you the Web-based interactive tools to 'push' out requests to your prospects and online community and 'pull' them back to your Web site. This allows you the ability to **easily** and **economically** target the markets you want, and be in front of them when they are ready to act. It also enables you to provide them an incentive to act, while not making it available to the general public.

MarketPak Offers...

- Online Registry for lead generation
- Unlimited Web pages, to provide you the ability to archive images and populate your Web site with valuable content
- eMail manager to allow for proactive notifications, general announcements and latest news
- Keyword search of your Web site to assist your customers in finding the information they want and need, easily and professionally
- Ability to promote current and new services through strategic eNewsletters
- Promotion of specials for new niche markets (target marketing) as well as picking up business for known slow periods
- Ask The Expert dialogue through an online chat capability
- Frequently Asked Questions (FAQ) to offer your expertise to routine questions, minimizing your staff time to facilitate through traditional communication methods
- Feedback forms to offer interactive capabilities to your prospects (lead generation) and customers
- Interactive maps and driving directions to your locations
- Ability for you to maintain all your content and graphics, add new pages, sections and features, without paying for additional technical support
- ... and much, much more!



"It's not your customers' job
to remember you.
It's yours to make sure
they never forget."

Patricia Fripp

Contact interPak today, and let us help
make your Web site work for you!



OPEN SOLUTION

- MarketPak is designed to be expandable and economically maintainable!
- New features and capabilities can be added to allow your system to evolve with you – and provide a protection on your investment.

CONTENT MANAGEMENT

- You can easily manage all content – no knowledge of HTML or special software is required.

ROI

- One time investment in WebCenter license fees.
- Unlimited phone technical support.
- Improved client management.
- Focused repeat selling.
- New customer marketing!

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