

### eBusiness Strategy

- Integrated Approach
- Easy to use tools
- Maximize revenue potentials
- Minimize marketing & operating costs
- Launch and maintain your own online Marketing campaigns

### Online Marketing Capabilities

- Content, Community and Commerce building techniques
- Guest or Visitor Registry
- Strategic eNewsletter
- Product Catalog
- Merchant Account Options
- Shopping Cart
- Order Exporting
- Chat Room
- Events Calendar
- Interactive forms & Driving Directions

### Return On Investment

- Lower Costs Than Placing Ads
- Measurable Results
- Unlimited 800 Number Support



## Maximize Your Marketing Dollars

Your Website can be used as a strategic marketing tool to help you increase your business while saving you money!

Many Internet companies pitch online marketing techniques to help you maximize your Website exposure. Unfortunately, most of these developers focus only on Internet Search Engines to try and get exposure for your Website.

At *interPak*, we provide the tools and the capabilities to take your Website to the next level of online marketing, making your Website an interactive and proactive marketing machine!

Some of the techniques and tools offered by interPak include:

- **Guest Registry** – This is a feature available with all WebCenter™ sites from interPak enabling your visitors to register online to receive information online from you; and helps you begin to identify and build an online community of interest!
- **Push/Pull Techniques** – Provides the ability for you to quickly and easily send an e-mail notification (the push) to your community of interest about events, specials, promotions or regular activities and have them link back to your Web site (the pull) for more information and incentives to act!
- **Refer A Friend** – Is the ability to have a visitor send a personalized message to a friend or business associate, with a link back to your Website. This is a proven community building technique.
- **Affinity Marketing** – Enables you to leverage your business with other non-competitive businesses, to attract new visitors to your Website.
- **Search Engine Optimization** – Allowing you to manage your key words and phrases (Meta-tags) and submit your Website to key search engines on a frequent basis, with no cost to you for developer or vendor support.

Contact interPak today to conduct a no cost or obligation review of your business requirements to determine if Web Marketing can assist you in your business objectives:

**interPak Internet Solutions**

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**At interPak, we help make your Website work for you!**