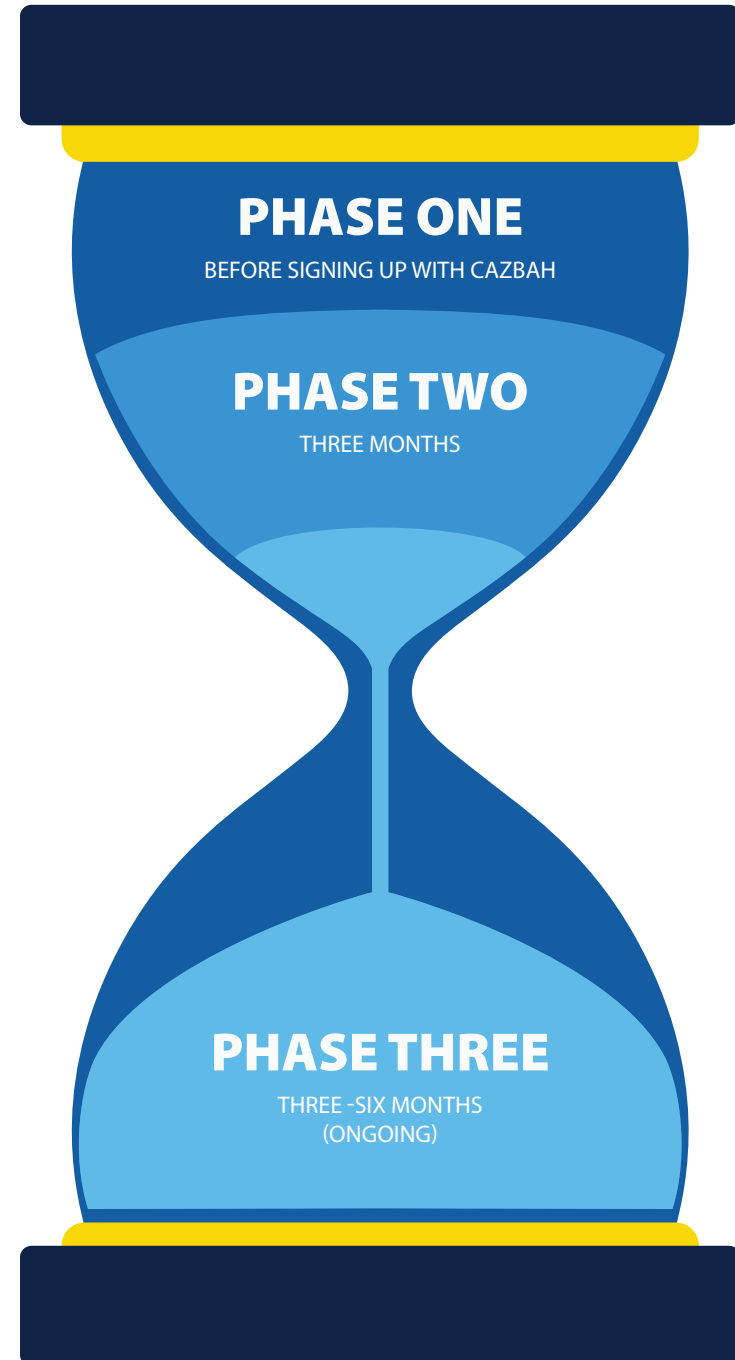


# THE BIG PICTURE

This diagram shows how Cazbah works and the timeframe required. As you can see, it may take up to a full year to realize online sales success. Part of this has to do with the technical aspects of getting noticed on the Internet. The other part has to do with the normal amount of time needed for prospects to respond to any marketing strategy.



## PHASE ONE: ASSESS YOUR COMPANY

### IS YOUR COMPANY A GOOD FIT?

General guidelines when examining your company:

- 5 to 50 employees
- Annual revenues: 100-200K per employee, \$500K - \$10MM annually
- Company serves a niche market
- Existing website
- Company has an established business with an existing client base
- Company wants to grow and understands the need to market more effectively, especially online

### CUSTOMER RESEARCH

The Business Development Manager will discuss with you:



#### CURRENT WEBSITE

Analyze your company's website and provide an assessment of where you stand.



#### SEO/KEYWORDS

Review key terms that are relevant to your products and/or services.



#### FINANCIAL ANALYSIS

Asses the type of financial results you should expect to receive from your new website.

### SIGN-UP, WELCOME ABOARD

If your company is a good fit and you're ready to proceed. You'll then move into production and be introduced to your Build Manager.

## PHASE TWO: CREATE AND OPTIMIZE

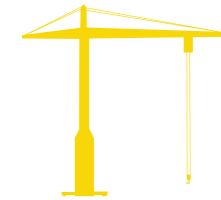
### CONDUCT SITE PRODUCTION MEETING

Your Build Manager will:

- **Learn about your company**, including how your business operates, products offered, and your unique value proposition.
- **Discuss your online marketing objectives.**
- **Explain what Cazbah can do for you**, including the Cazbah process, how long it will take, and what Cazbah will deliver.
- **Define next steps.**

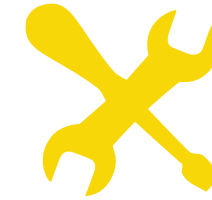
### WEBSITE DEVELOPMENT PROCESS

The Build Development Team will:



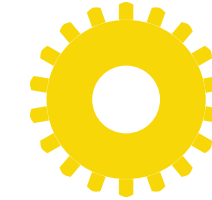
#### CREATE WEBSITE

The Cazbah Production team will design, develop and optimize your website within the Cazbah application.



#### CAZBAH TOOLKIT

You will be assigned a Dedicated Internet Marketing Consultant. Your Consultant will train you on how to use all aspects of the Cazbah toolkit.



#### OPTIMIZE WEBSITE

This process adjusts the content and determines if your website if being indexed by search engines.

### WEBSITE IS LIVE! NOW WHAT?

After your site goes live, you'll be trained on the Cazbah tool and your website will be changed to make it more effective.

## PHASE THREE: REFINE ONLINE MARKETING STRATEGIES

### CAZBAH MILESTONES

At about six months into the process, you'll begin a period of testing and refining online marketing strategies until the Cazbah milestones are met.

**The Cazbah milestones include (in order of priority):**

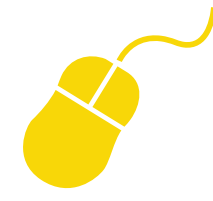
- Total monthly sales revenue
- Monthly visits
- Average page views per visitor
- Number of reciprocal links
- Cost per visitor

### CHOOSE FROM SEVERAL STRATEGIES

Online marketing strategies may include:



#### INCENTIVES (free shipping, coupons, discounts)



#### VIRAL MARKETING (word-of-mouth)



#### DIRECTORIES, BLOGS



#### SURVEYS / FORMS



#### OFFLINE PROMOTIONS



#### EMAIL MARKETING

### ANALYTICS & REPORTING

As an ongoing part of your online marketing strategies, we will regularly monitor results, ensuring that every aspect of your Internet Marketing activities is evaluated.