



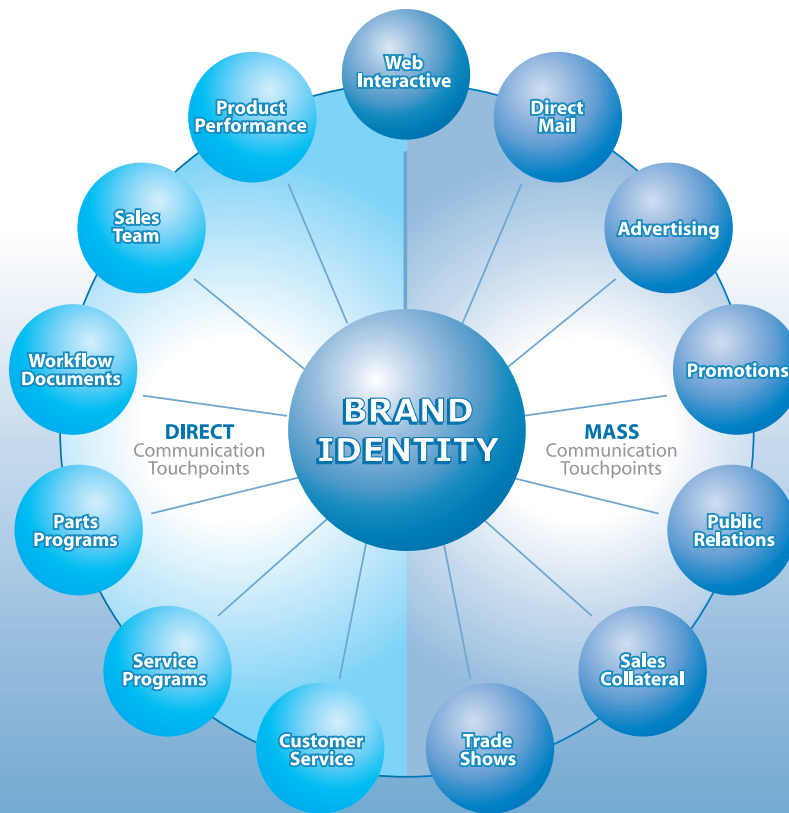
netDIRECTSM
Manage your customer touchpoints!

Build your brand with timely and targeted communications.

Fully integrate and fine-tune your customer touchpoints with netDIRECTSM, a true e-marketing service that enables you to customize and precisely target the way you communicate with customers and prospects alike.

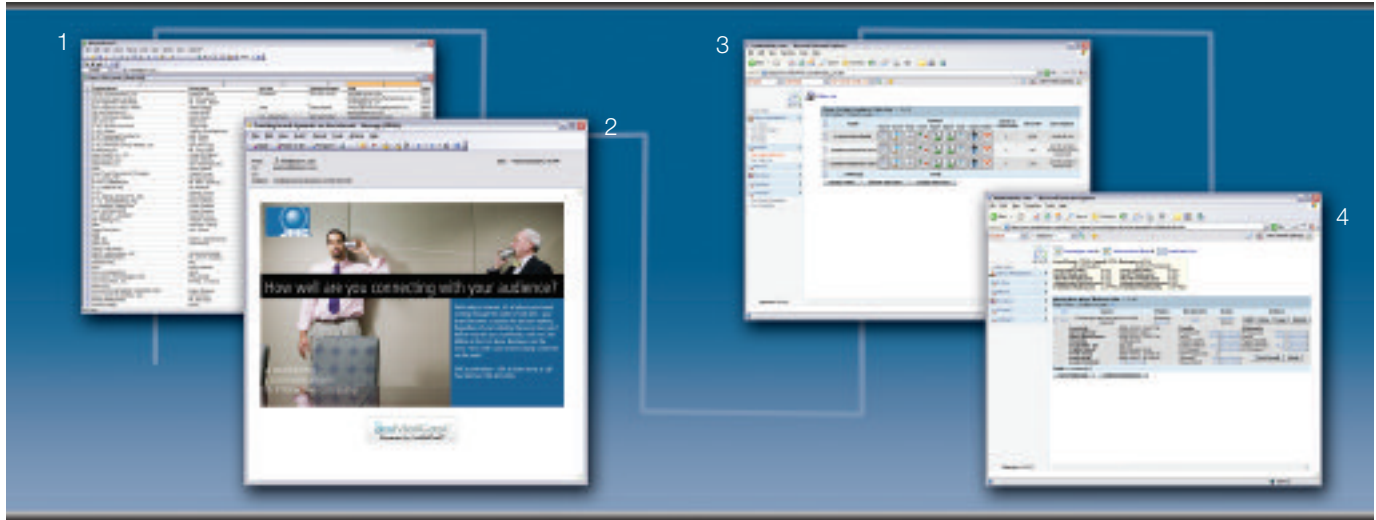
What is netDIRECTSM?

netDIRECTSM is your link to driving increased traffic to your website, promoting new product launches, improving trade show activities and disseminating timely information. netDIRECTSM is a turn-key program that gives you the ability to fully utilize your database, segment your target audience, query customers and prospects to determine need and demand for products and services, and build communications programs with reach, frequency and the power of measured results.



netDIRECTSM YOUR LINK TO E-MARKETING SUCCESS

Manage and unify your customer touchpoints to achieve e-marketing success.



netDIRECT24SM

A fully integrated approach to e-marketing, netDIRECT24SM allows you to combine advertising, product promotion, public relations and even internal employee communications to extend and reinforce your brand message. The typical scenario calls for two customized messages per month over a one year period.

netDIRECT12SM

Maximize brand awareness while promoting your products or services and consistently reinforce your value proposition with timely, targeted and informational messages that keep you top-of-mind with key buying influences. netDIRECT12SM is a monthly communications plan that helps you strengthen your brand position while creating opportunities for cross-selling and up-selling established customers and generating interest among prospects.

netDIRECT6SM

netDIRECTSM is geared toward products and services with seasonal or time-sensitive purchase cycles. While delivering your message with the power and impact that come from short-term, precisely targeted communications, netDIRECT6SM does so in a concentrated period of time.

netDIRECT3SM

Targeted for trade show reminders or follow-up, sales promotions, sales incentive programs, contests or sweepstakes, coupon distribution, even service reminders, netDIRECT3SM is perfect for a specific communication or message.

netEVENTSM

Delivery of invitations or announcements for events, parties, seminars or other special occasions. netEVENTSM is available with or without RSVP automatic response. Only available when using other netEVENTSM programs.

How does netDIRECTSM work?

1. Initial setup

JMG will work with you to transform your customer and prospect lists into precisely targeted, value-driven databases.

2. Strategic Development

Your unique profile is pulled into a a template design and copy. Focus will be on brand building and share of mind to capture share of market.

3. Reporting

We will capture names, and e-mail addresses, as well as time and date of interested parties who clicked-through your netDIRECTSM message. Click-through destination is also reported as netDIRECTSM drives website traffic. Reports are provided after each launch.

3. netLIVECONTENTSM

Enhance customer and prospect tracking when your web-site is converted to netLIVE-CONTENTSM. Reporting includes amount of web traffic, average length of stay and level of interest to each page of your website plus other key data.

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