

Advanced Internet Marketing Overview

Signature Lead Company development is a leading strategic Internet marketing firm that helps clients achieve membership growth, increased revenue, larger profits, market share, and customer loyalty objectives through well developed and tested Internet strategies and proprietary software. Signature Lead Company development has a very diverse and prominent portfolio of clients, from medium-size organizations to Fortune 100 corporations. With over 13 years of experience dealing with high profile clients, we are known for being among the most experienced, qualified and professional Internet marketers in the world.

In today's market, there is a broad range of online marketing opportunities. It is absolutely crucial to reach your target audience in a scalable and cost effective manner. Signature Lead Company development designs, develops, and implements online marketing strategies that will enable you to focus on brand awareness, audience development, customer retention and most importantly Obtaining more customers in a cost effect manner. Signature Lead Company development focuses on Integrating SEO, public relations/investor relations, social media and email marketing and always provides our clients world-class results.

Primary Promotion Service:

Over time we have found that all campaigns are unique and need to be treated as such. Even two almost identical campaigns will respond differently to unique methodology. All new projects begin with what we call: "Signature Lead Company Blast 1" which is a combination of services consisting of the following five programs. These five tactics in combination have proven successful for many years and thousands of campaigns. These methods not only produce the most (ROI) return on investment in the shortest time frame, but also safely allows us to map out a certain and successful plan of attack for the future with bigger marketing dollars.

* Every campaign includes full real-time statistics.

* All campaigns are guaranteed.

1. TARGETED EMAIL / CUSTOM OPT IN LIST CREATION

Service: One (1) Using social network tools and web 2.0 technology, we create an interested client/opt in list for your future marketing offers. Signature Lead Company guarantees a minimum of 100,000 custom opt in subscribers, (90 day broadcast time)

Includes: Spam Filter Analysis & Creative Modification service.

All marketing campaigns are Can Spam Act complaint and legal in the USA, including the State of California.

2. KEYWORD MARKETING- PPC -SEO - SEARCH DISTRIBUTION

Why PPC/ SEO Marketing?

SEO and Pay Per Click Works.

The benefits of SEO and PPC advertising include targeted customer acquisition, immediate top placement, rapid market saturation, and optimization of the conversion process. With creative execution

and strategic tracking, we can ensure a positive return on your advertising investment. The investment returns we see are consistently higher than the returns observed in traditional advertising media. The recent, strong shift in budget appropriations from conventional media outlets to online marketing channels is a testament to the value of PPC advertising.

Comparing SEO/PPC Advertising to Other Media Outlets.

SEO and PPC online advertising allows customer targeting and tracking that is unmatched by other media outlets. With real-time feedback of your online marketing successes, you can immediately expand on winning strategies while constantly testing new ones. Your online advertising campaign and Web site can be tweaked and optimized on an unprecedented time scale. Signature Lead Company implements marketing solutions based upon this constant feedback to provide timely results for you and your customers.

Service: One (1) Keyword Marketing/Targeted Search Distribution Campaign. (90 day broadcast time)

Avg. potential daily exposure volume: 1.5mil - 12.1mil views per day

3. SOCIAL NETWORK MARKETING

Using viral and Web 2.0 marketing tactics, along with proprietary software and methodology itemized below, Signature Lead Company is able to generate leads and sales, grow memberships and community users, and sell products or services. We can target by age, location, sex or interest.

Facebook has more than 60 million active users, with an average of 250,000 new registrations per day. The fastest growing demographic includes people age 25 and older, and more than half of the members are outside of the college environment. In comparison, MySpace has more than 110 million active users around the globe, with 300,000 new members added each day. And MySpace said that 85% of its users are 18 or older.

And in many ways, the sites are very similar.

Marketing Tactics Employed for both sites include:

- E-mail (through the site)
- Group Creation (online clubs that members with similar interest can join)
- Event Invites (announcements of everything from birthday parties to concerts)
- Forum Communications (where like-minded members can communicate and discuss issues on every topic, from how to install an operating system to sharing culinary secrets)
- Photo and video sharing (MySpace said that 8 million images and 60,000 new videos are uploaded to its site each day)
- Classified/Marketplace section (free advertising for any and everything)
- Chat rooms
- Bulletin boards (where members can post information for others to view)
- Blogs
- Add or Find friends (the sites locate other members in your network that relate to your profile information)
- Personal profile pages (essentially a portfolio, resume and journal).

4. EMAIL BROADCASTING

Service: One (1) email broadcast to 132 Million general consumers. *(90 day broadcast time)

10-18 million emails deployed per day.

Spam Filter Analysis & Creative Modification service is included in this price quote.

(90 day broadcast time - Rapid Deployment is included in setup)

100% Legal – Can Spam Act Compliant with USA Law.

5. GUARANTEED WEBSITE TRAFFIC

Using a combination of email, pop-up, pop-unders, targeted text link ads and several additional powerful methods, we'll drive investors to your site.

All traffic is highly targeted and will specifically come from key word related sources, such as hub sites, newsletters, portals and and blogs/forums to name a few traffic sources.

Targeted traffic campaigns start @ a minimum of 25,000 unique monthly website visitors and can go high many as need, campaign run times are adjustable.

Traffic Volume: Min. 25,000 click-thru's - Unlimited

SIGNATURE LEAD COMPANY BLAST 1 BUNDLE

Bundle price includes all 5 primary services:

1. TARGETED EMAIL LIST CREATION
2. KEYWORD SEO/PPC MARKETING- RAPID BLOG DISTRIBUTION
3. SOCIAL NETWORK MARKETING
4. EMAIL BROADCASTING-132Mil)

5. GUARANTEED WEBSITE TRAFFIC (25,000 click-through's - Unlimited)

***This is the ultimate in promotion and will save you thousands of dollars vs. buying each marketing program separately.**

Total Campaign Run Time: 90 Full Market Days

Cost: \$60,000

Biggest Benefit

Separate from this package and agreement, at the end of the 90-day campaign, Signature Lead Company will present a detailed report, cost analysis and strategy to move forward with a custom plan that guarantees your calculated ROI.

ADDITIONAL MARKETING SERVICES AVAILABLE FOR AN EXTRA FEE:

Pop Marketing- Pop Ups/Pop Unders

Pop Ups and Pop Unders have become increasing more popular with our advertisers. Pops are a very effective way to drive in the traffic and sales that our clients are searching for. In addition, it allows our clients to brand themselves on some of the most highly trafficked website's on the Internet. We structure our pop campaigns on a CPM and a CPC basis.

Email Appending

An up-to-date customer database is crucial, especially when a company wants to launch a marketing campaign. A cost-effective way to market is through the use of email advertising. However, most customer databases do not always include email addresses to match the rest of the contact information.

Email Appending can help solve that dilemma. This product allows companies to take their existing database of physical names and postal street addresses and append email addresses to them, Signature Lead Company.com then sends an opt-out message to each matched customer and removes all the individuals who have opted out. You can now freely market to your existing customers via e-mail and they have given you permission to boot.

Text Links

Text Links are another way to drive traffic and brand a specific product in the process. We have inventory on several of the top news and entertainment website's where our clients can strategically place their links.

Data Management

Let us help you create another revenue stream using your internal customer email list that you have developed. This concept is one that has become increasingly more popular and more lucrative for our customers. We take care of all the maintenance and deployment; all our customers have to do is simply submit a quality file.

Website Optimization

Our Web team is highly skilled in the arduous task of creating website landing pages that get strong Search Engine placement. This service alone is one of the reasons we continue to dominate the Lead generation Industry.

Email Friendly Web Hosting

We also have the ability to host your website for a flat monthly fee. We use a state of the art hosting facility located in Los Angeles, CA. Multiple backbone connections to major Internet hubs ensure multilevel redundancy required for all our clients.

Direct Mail

We also offer personalized traditional direct mail marketing for mailings up to any size. Whether you are looking to target consumers or businesses allow Signature Lead Company.com to point you in the direction of your ideal target audience. We have over 220 million individuals and their demographics at our fingertips. In addition, we offer over 40,000 different business lists and consumer lists from all over the world.

Website Traffic

With our enormous resource of super targeted keyword based expired top-level domains, and our network of over 2000 sites, we can redirect BUYERS right to your site. Direct typed keyword rich domain searches are a proven source of above average ROI.

Lead Generation

Top-notch exclusive custom lead generation is available for a wide array of Industries. Mortgage, Debt and Insurance Leads are just a few examples of what we can produce for your Company.

Press Release Submission

A press release distribution is only as good as its database and news wire partner. Signature Lead Company.com has an exclusive database of opt-in (subscribing) journalists. Other press release services might spam reporters with unsolicited emails. But the 30,000 journalists, reporters, and writers at more than 17,500 sources who receive our press releases have asked us to send them press releases.

Fax Broadcasting

We can deliver your message directly to the fax machine of both, Small Business, Fortune 500 companies or consumer households.

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