



ELEVEN HUNDRED  
BROADWAY

YOUR ADDRESS FOR DIGITAL & DIRECT

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# website development

10 Seconds ... that's about how long you have to capture your audience's attention and intrigue them to explore your site. 1100 Broadway's experienced staff knows how to make every second count. Our specialty is ensuring you convert your website traffic into sales or leads.

We analyze your target audience and carefully balance the art, design and functionality of your website so you communicate effectively and get the desired action.

## I | programming & development ○ ○

A Strong Foundation...

1100 Broadway develops websites on industry-standard platforms and languages including PHP, ASP, .NET, JavaScript and others. This ensures your website has the ability to grow with your company, without the expense or research in starting from scratch at a later date.

Every website we develop at 1100 Broadway is built by industry best-practices. This means your website will have a foundation that promotes search engine friendliness and future flexibility.

## I | maintenance & updates ○ ○

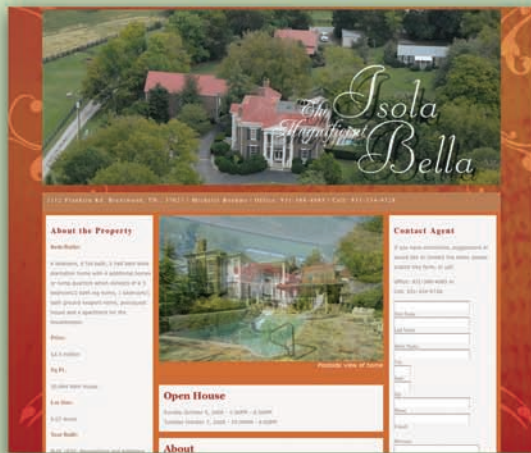
Building the most of your investment...

At 1100 Broadway we thrive on making a website that's not only user-friendly for your audience, but for you and your staff. We look for opportunities to give you and your employees tools to update your website through an easy-to-use content management system. You can update specific sections on your site with ease...and without incurring additional costs.

Although we can make updates and maintenance easy for you and your staff, there may be times when you'll need additional assistance. Our maintenance packages provide an affordable way to get you the help that you need. By purchasing blocks of time, you'll get a discount on our hourly rate, with the flexibility to employ our services when needed.

Of course, we're happy to assist you any time at our regular hourly rate. And, of course, we'll provide you with an estimate of labor-time any updates or revisions may take.





# || website hosting & analytics ○○

What is the point of investing in online advertising and a website if no one can get to it? 1100 Broadway provides a full-service website hosting package that ensures your visitors get to your website every time...and your pages load quickly and accurately.

The beauty of online marketing is that nearly everything is measurable. Website analytic systems can go beyond just telling you how much traffic you're getting. Good ones tell you which pages on your website are most popular, where your audience is coming from and what they're doing while they're visiting your website.

1100 Broadway will setup and maintain a free Google Analytics account for you and teach you and your staff how to access your stats. Or, if you have a preferred analytics program that you'd like to use - we'll be happy to work with that too. And, we'll be happy to assist you with translating your traffic reports into plain English...and to help you use the information to make informed business decisions.

# search engine marketing



Over 85% of Internet users start at a search engine, so make sure they can find you! The “If you build it, they will come” philosophy of website design no longer works. You can have the best looking and functional website in the world—but if no one can find you, all your efforts are wasted.

1100 Broadway offers a suite of services that will improve your chances of being seen over your competitors and effectively reach your target audience.

## || pay per click marketing ○ ○

If you need immediate exposure and results, Pay-Per-Click Marketing is the answer. It's a sure way to drive qualified traffic to your website by targeting users who type in a keyword search term matching your products and services. Your ad only shows when a predefined word is entered.

**1100 Broadway offers three programs with unique Pay-Per-Click Marketing strategies:**

### ***Pay Per Click Management***

1100 Broadway's expert staff will consult and manage Pay-Per-Click advertising accounts on your behalf in any or all of the major search engines.

### ***Audience Targeted Pay Per Click Marketing***

Place your Pay-Per-Click ads on sites reaching your specific customers. Reach your target audience using a variety of techniques, including: demographic, behavioral, geographical, local and site-specific. Your ad can be displayed on sites like: MSNBC, USATODAY, PGA, NASCAR, Fox and many others.

### ***Lead Generation Pay Per Click Marketing***

Would you like to hear the phone ring more? Everyone would. This unique program does just that. Toll-Free 800 number tracking and website analytics are used to track each phone number and email inquiry you receive, so that your ads perform better. Then you can rate the quality of each call/email to even further optimize your campaign.

## | | search engine optimization ○ ○

With a majority of Internet users not going past the first three pages of search results, it's imperative your website maintains top ranking. Our Search Engine Optimization service offers small to mid-sized businesses a scalable solution to rank their website high in search engines, plus get more traffic and exposure.



- Keyword Research ▪
- Baseline Reporting ▪
- Link Popularity Audit and Analysis ▪
- Competitive Analysis ▪
- Optimized Code Analysis and Recommendations ▪
- **Optimized Content Analysis and Recommendations ▪**
  - Customized Link Building and Management ▪
  - **Internal-Linking Recommendations ▪**
    - One-on-One Consulting ▪
    - **Rankings Management ▪**
- Scheduled Optimized Code/Content Check-ups ▪
  - **Monthly Recommendations ▪**
  - Quarterly Reporting and Reviews ▪

# direct mail

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Market direct to your customers through cost-effective direct mail. Direct mail is not what it used to be — To reach your audience you used to have to blanket your geographic area with mailings and hope that 1 out of 20 households was your potential customer. Now, with advancements in data technology, digital printing and integrated web technologies, direct mail has grown to be an effective return on investment.

## ***Data Lists***

Whether you want to reach your audience by geography, age, income, etc. or you want to dig deeper and reach a specialty audience such as expectant mothers, newlyweds, boat owners and much more, 1100 Broadway has access to databases of consumers as well as businesses.

## ***Printing***

1100 Broadway has numerous printing resources. Beyond our own in-house printing capabilities that include the largest and most capable presses in the state of Tennessee, we also have access to digital presses, high-speed ink-jet labelers and much more. Specialty printing formats are also available such as magnets, scratch-off games, etc.

## I | variable data & PURLS ○ ○

Want to get personal? Increase your response rate by adding a personalized message to your mailings. Whether just adding the recipients name to the mailing, or taking it a step further and adding a piece of personal data about the recipient on your mailing — it is sure to get their attention. Integrate the web into your direct mail campaign by providing a PURL (Personalized URL) to each recipient. These website addresses include the recipients name in them and are personalized to each individual. For example: `www.JohnDoe.CompanyName.com <http://www.JohnDoe.CompanyName.com>`

**Direct mail is personal, responsive, cost-effective and measurable. And, with new technologies, you can increase your ROI by targeting your potential customers directly and personally.**

# email marketing

Deliver your message directly into your customer's inbox.

Whether you have a database of customers or you need a list provided for you, 1100 Broadway can help you create and deliver emails to your customer base that will generate response.

## Targeted Email Campaigns

By utilizing some of the nation's most reputable email list brokers, we're able to generate an inventory of prospects who meet your ideal customer profile. Then we'll work with you to design an email that will capture their attention and incite them to take action. Finally, we'll send your email and track results, including how many people opened the email, clicked through, or took action.

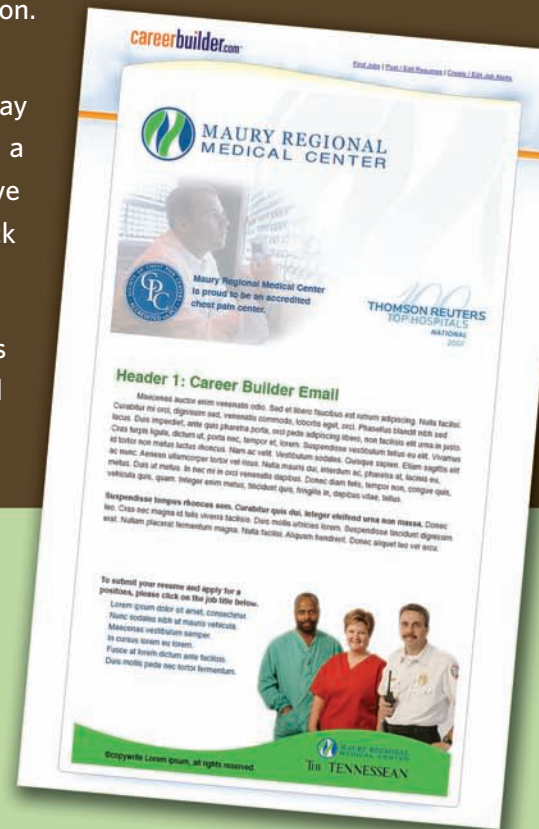


## Scheduled, Opt-in Email Campaigns

Encourage repeat visits to your site. 1100 Broadway can help you generate and maintain a customer/prospect database and create effective email communication to keep them coming back and to keep your brand in front of them.

Whether it's a monthly newsletter, new product release or a special sales event announcement—we'll work with you to create a message that will invite your customers back for more.

Contact your Tennessean sales rep for more information or call (615) 726-8923.





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