

DRIVE CUSTOMERS

ATTRACT

ENGAGE

CONVERT

TRANSACT



SOLUTIONS THAT DRIVE RESULTS

ABOUT

Solutions That Drive Results

Thomas DiSanto has more than 15 years experience in digital marketing and advertising programs. Dating back to the days when 'hidden text' was all the SEO rage and Google was a two man operation run out of a friends 2 car garage.

His impressive background includes many accomplishments, including having Piloted & Pioneered one of the nation's top social media programs for Cobalt (ADP), now serving thousands of Auto Dealers in the US.

In addition to managing multi-million dollar digital advertising programs for some of the Fortune 500's elite, including ADP, Ford, Audi USA, BMW North America, Furr's Fresh Buffet, Elliot Management Corp., Chatham Capital, Konnessi LLC, Anthony's Pier 4, Reality TV Star Katrina Campins, R&B Legend Carl Thomas, and Chow Fun Food Group (just to name a few), Tom also runs one of the top movie review websites in the world.



CONFIRMATION

Of What You
Intuitively
Already Know

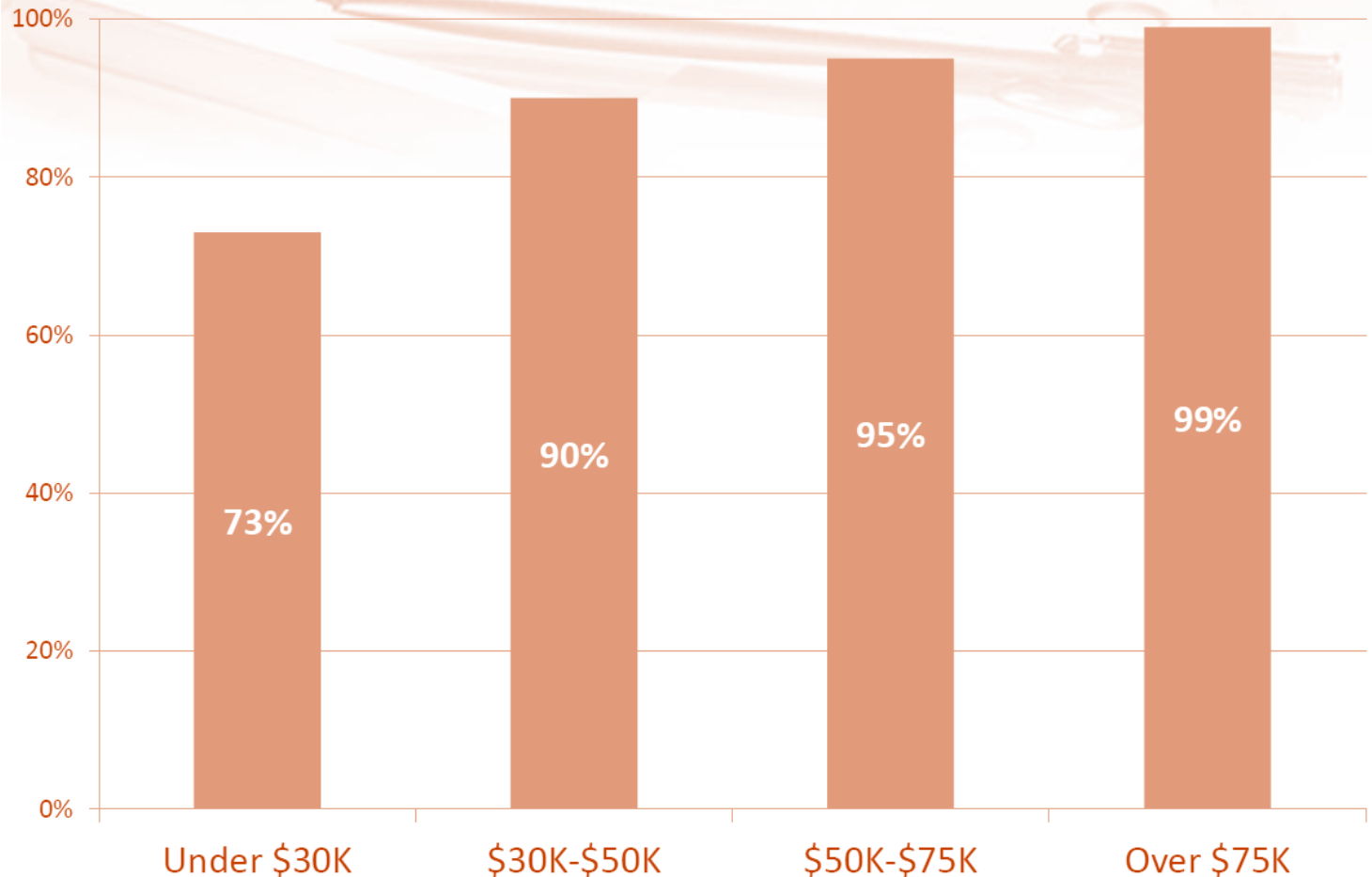
NEED TO KNOW

Rank	Country	2008-2011 Internet User Adds (MMs)	2011 Internet Users (MMs)	Y/Y Growth	Population Penetration
1	China	215	513	12%	38%
2	India	69	121	38	10
3	Indonesia	37	55	22	23
4	Philippines	28	34	44	35
5	Nigeria	21	45	--*	28
6	Mexico	19	42	19	37
7	Russia	16	61	3	43
8	USA	15	245	1	79
9	Iran	14	37	--*	48
10	Turkey	11	36	26	49
	Top 10	444	1,189	12%	32%
	World	663	2,250	8%	32%

*Mary Meeker - Kleiner Perkins

NEED TO KNOW

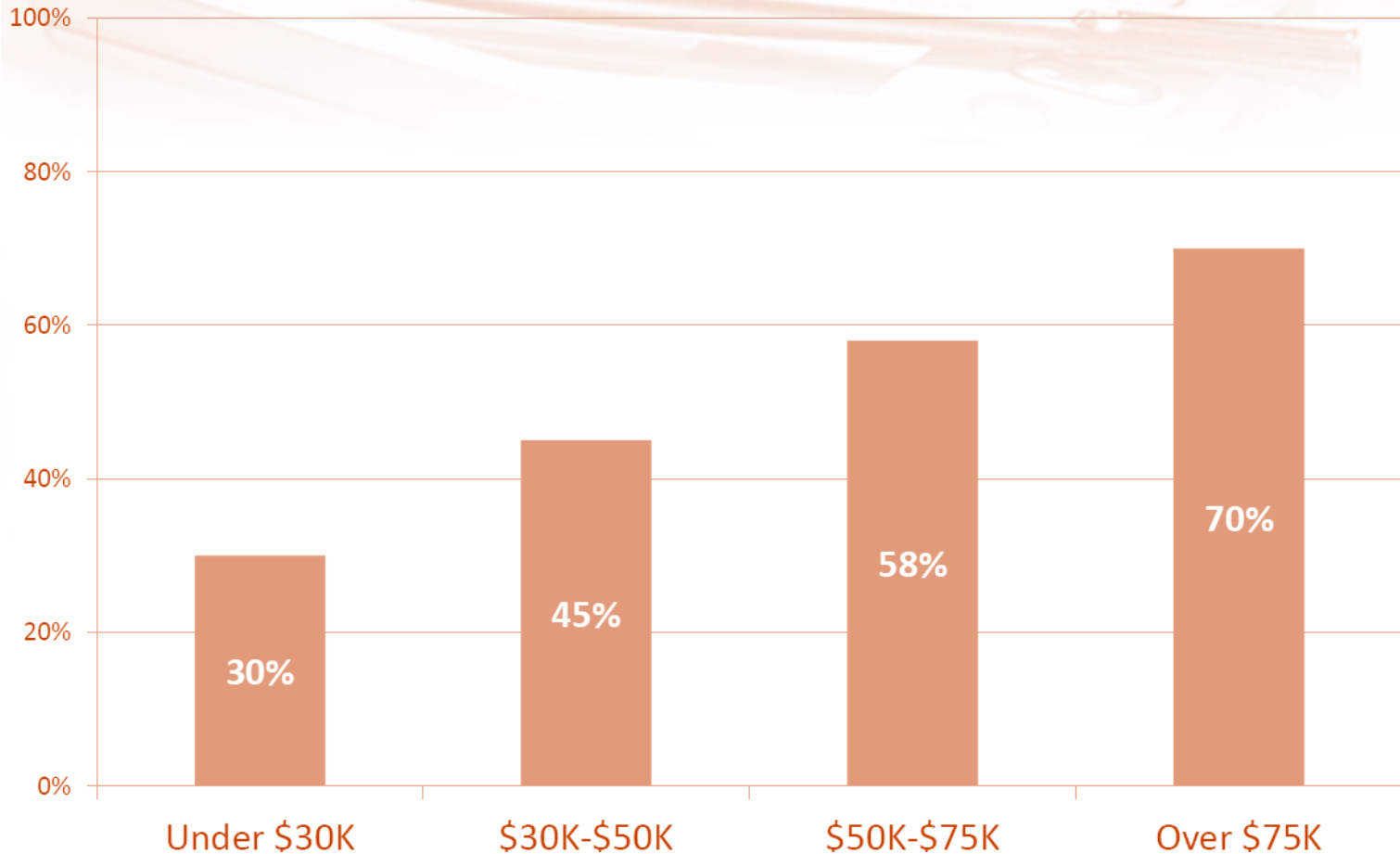
Internet Usage By Income



*Pew Internet Research Project

NEED TO KNOW

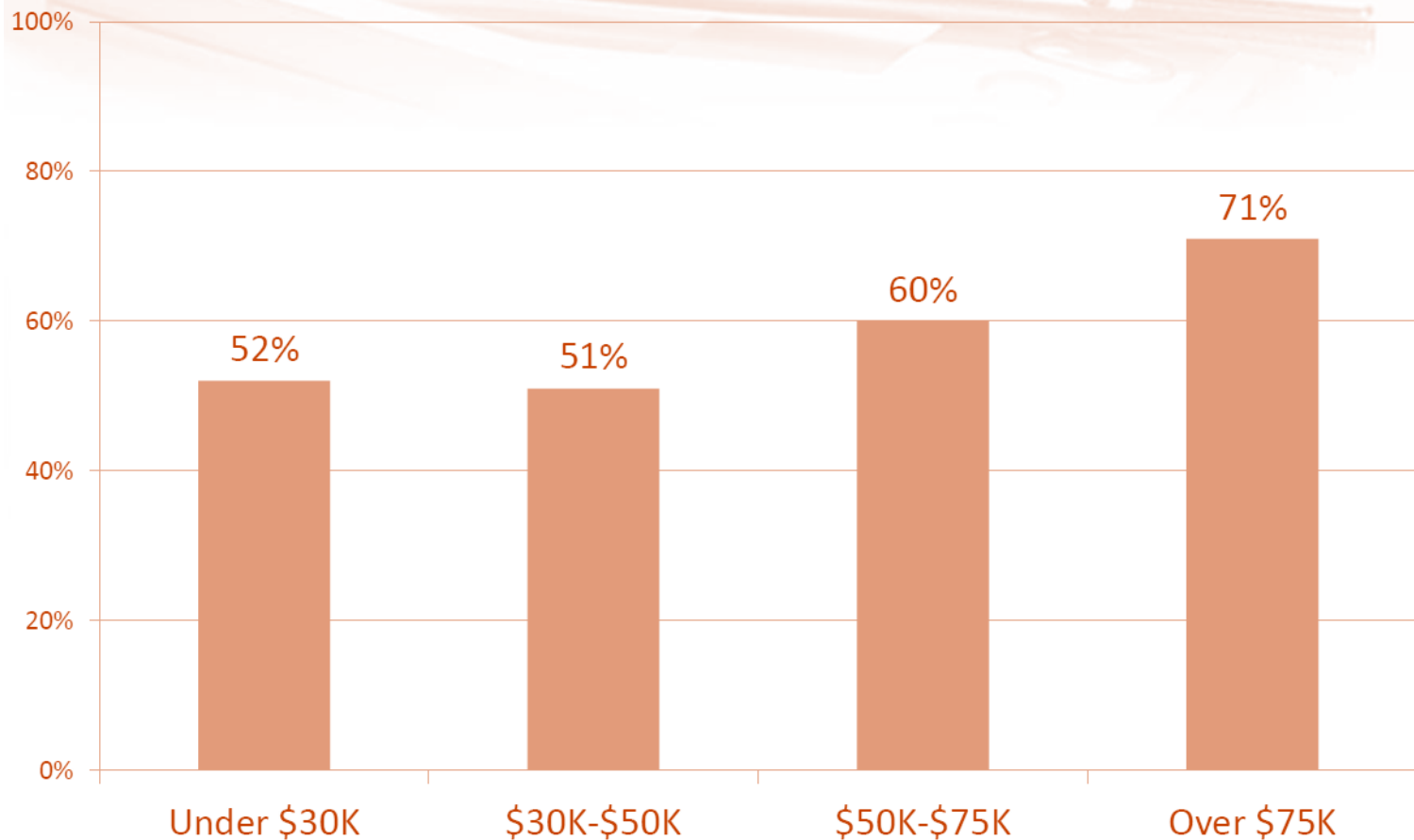
Smartphone Users



*Pew Internet Research Project

NEED TO KNOW

Access the Internet Via Mobile Phone



*Pew Internet Research Project

DEMOGRAPHICS

Demographics of Internet Users

% of American adults within each group who use the internet

All adults ages 18+		81%
a	Men (n=1,054)	80
b	Women (n=1,207)	82
Race/ethnicity		
a	White, Non-Hispanic (n=1,632)	84 ^b ^c
b	Black, Non-Hispanic (n=249)	73
c	Hispanic (n=211)	74
Age		
a	18-29 (n=335)	94 ^{bcd}
b	30-49 (n=585)	89 ^{cd}
c	50-64 (n=689)	77 ^d
d	65+ (n=610)	54
Education attainment		
a	No high school diploma (n=209)	51
b	High school grad (n=662)	74 ^a
c	Some College (n=598)	89 ^{ab}
d	College + (n=770)	95 ^{abc}
Household income		
a	Less than \$30,000/yr (n=645)	67
b	\$30,000-\$49,999 (n=396)	86 ^a
c	\$50,000-\$74,999 (n=316)	90 ^a
d	\$75,000+ (n=515)	98 ^{abc}

77% of 50-64
year olds are
Internet Users

Source: Pew Internet Post-Election Survey, November 14 – December 09, 2012. N=2,261 adults ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.3 percentage points for results based on all adults.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

MOBILE COMMERCE

Friendly = *More likely to buy*

67%

"A mobile-friendly site makes me more likely to buy a product or use a service."



Unfriendly = *More likely to leave*

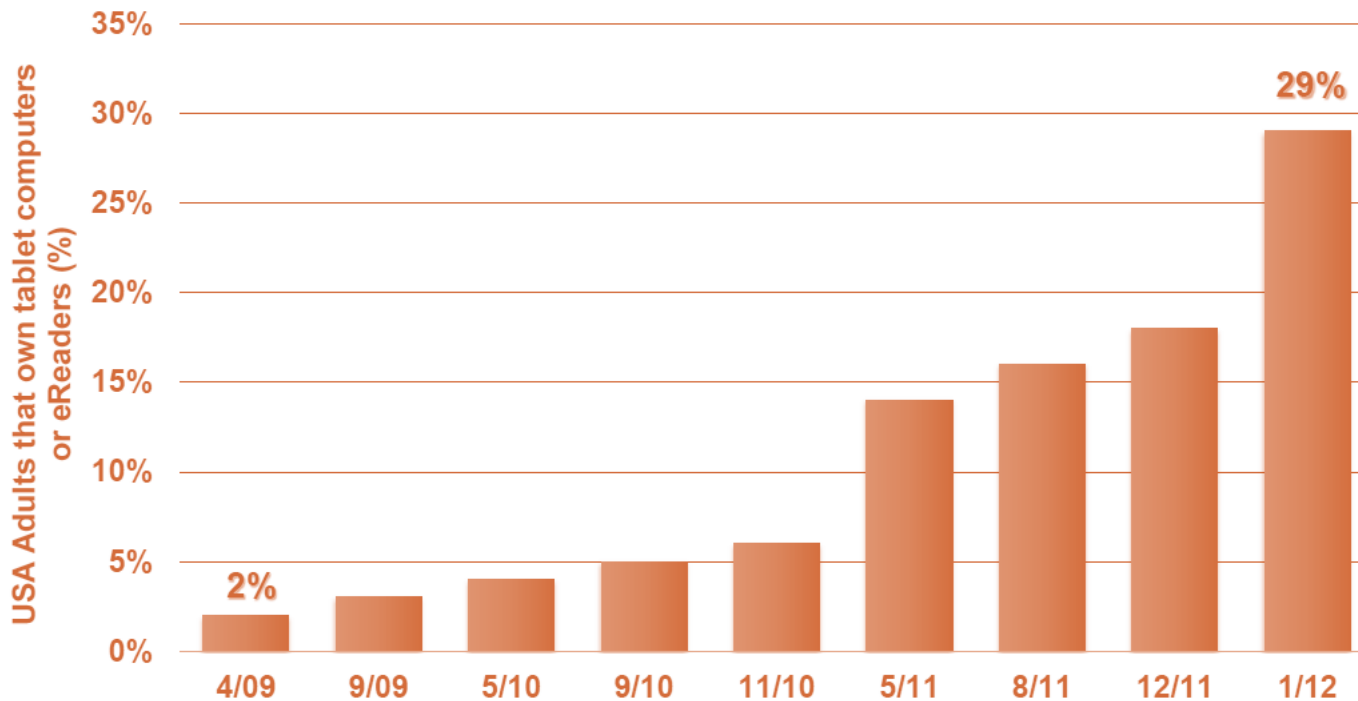
61%

"If I don't see what I'm looking for right away on a mobile site, I'll quickly move on to another site."



TABLETS

% of USA Adults Who Own Tablet Computers or eReaders, 4/09 – 1/12



26% of American adults own an e-reader

31% of American adults own a tablet computer

NEED TO KNOW

Use a search engine to find information 91%

Send or read e-mail 88%

Look for info on a hobby or interest 84%

Search for a map or driving directions 84%

Check the weather 81%

Get news 78%

Look for information online about a service or product you are thinking of buying 78%

Go online just for fun or to pass the time 74%

Buy a product 71%

Watch a video on a video-sharing site like YouTube or Vimeo 71%

Use a social networking site like Facebook, LinkedIn or Google Plus 67%

Visit a local, state or federal government website 67%

Buy or make a reservation for travel 65%

Look online for news or information about politics 61%

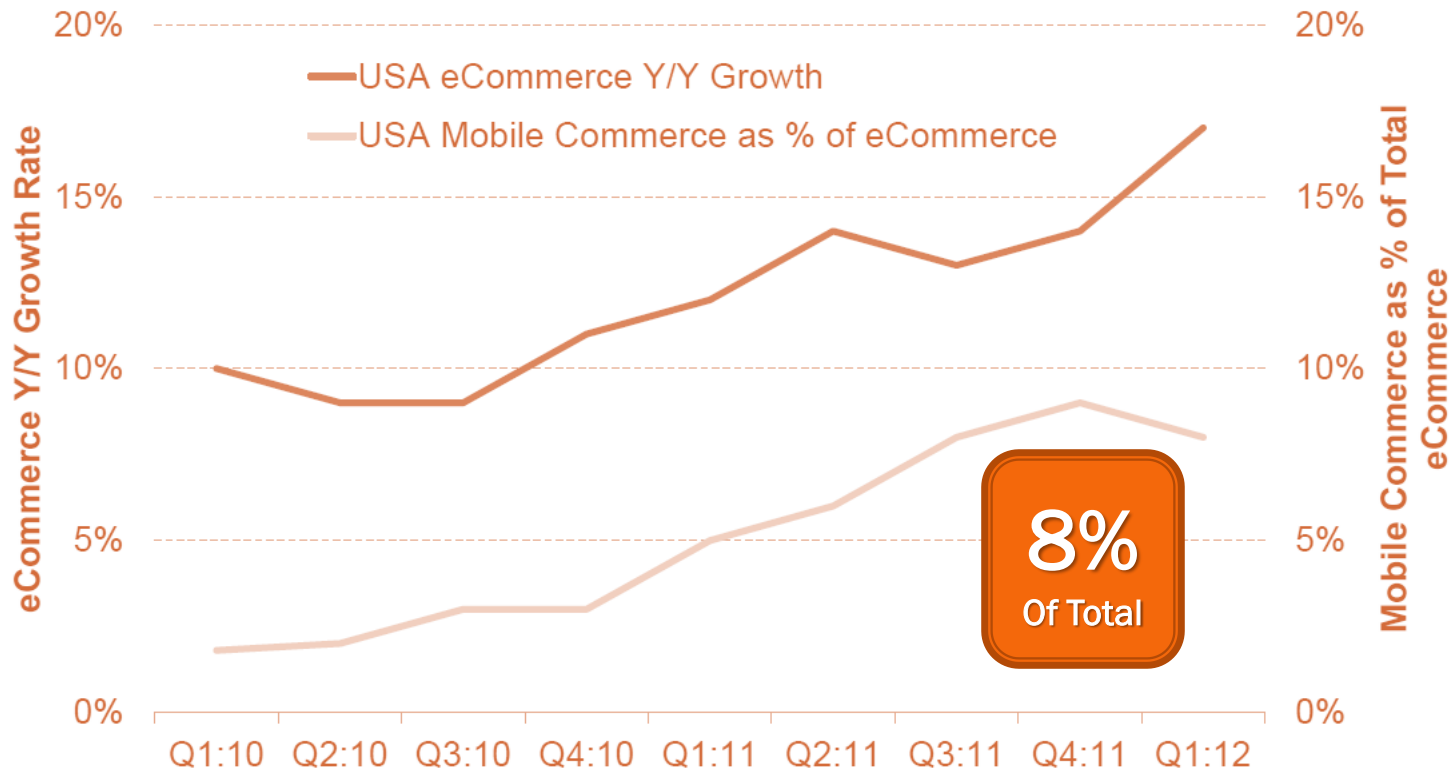
Do any banking online 61%

% of adult internet users in the U.S. who do this online.

*Pew Internet Research Project

MOBILE COMMERCE

USA eCommerce Y/Y Growth vs. Mobile Commerce as % of Total eCommerce, Q1:10 – Q1:12



NEED TO KNOW



Like

- **There are 245 Million Internet Users in the US**
- **There are 155 Million Registered Facebook Users in the US**

Sources: World Internet Usage Statistics Bureau, Facebook & CIA

ABOUT OUR APPROACH

We Partner With You!



- Consultative Long Term Approach
- Our Focus is on ROI
- We Invite you to Collaborate with Us
- Policy of Open Communication
- Data and Conversion

ATTRACT

Imagine that you were a veterinarian and you wanted to promote a new **arthritis therapy** for canines...

We Help You Attract Customers By:

- **Creating Blog Content For Your Website**
- **Creating Video Content**
- **Running Cost-Per-Click & Display Ads**
- **Syndicating Content Using Social Media**
- **Emailing Your Client Base**
- **Utilizing Search Engine Optimization**
- **Enabling Customer Experiential Reviews**



ENGAGE

Encourage Others to Approach You and Engage!

We Help You Engage Customers By:

Offering Easily Navigable Web Content: Make it easy for someone to find what there looking for.

Encouraging Others to Ask Questions: Get the conversation started! The more receptive you appear, the easier it is for someone to pick up the phone and call.

Social Sharing: We syndicate your content across the web, including social networks like Facebook and Twitter, we help procure “Likes” and “Shares” to mobilize your audience.

Social Proof: Emphasizing customer experiences via customer reviews and testimonials has a major impact on conversion rates.



CONVERT

SEM, SEO, SMM, Impressions, Clicks +

Share of Voice, Market Saturation +

Landing Page Optimization +

Path to Conversion +

Conversion
Optimization +

+ Inquiry

=TRANSACTION

TRANSACTION

We drive relevant web traffic to highly optimized landing pages that convert into leads and inquiries that become transactions.



Hello. Question: Does this treatment work on older dogs?

Yes. The therapy is a combination of massage and a very mild joint medication that was actually developed for older dogs. Why don't you call the office so we can set up a time to chat?



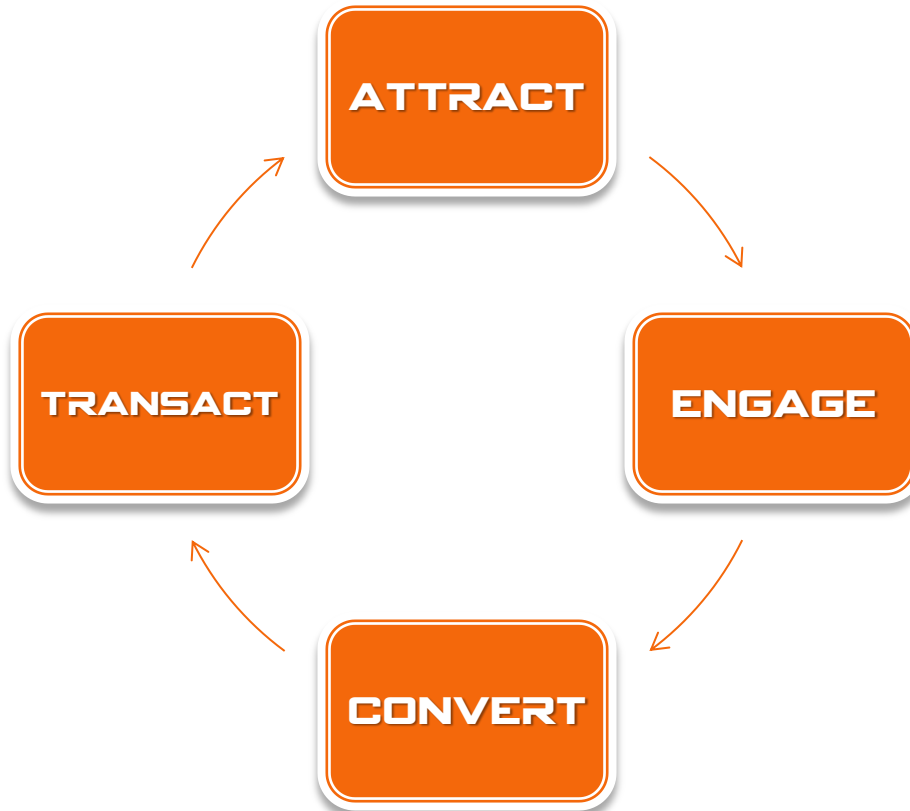
Sounds Good! I will.

I'd like to learn more about this too...We have a Yorkie who's in real pain....☹️



We've had a lot of success treating small dogs. They respond well to the new medication. Call me, I'd like to know more about your Yorkie.

DRIVE CUSTOMERS



SERVICES

- Responsive Website Design
- Search Engine Optimization
- Social Media Marketing
- Reputation Management
- eBook Design & Marketing
- Search Engine Marketing
- Video Creation & Optimization
- Content Marketing
- Conversion Optimization

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