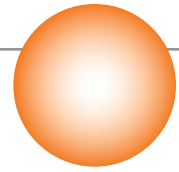




john manlove

MARKETING & COMMUNICATIONS

creating *spheres of influence*®



interactive influence

Emerging trends in technology and new developments in the way consumers are marketed to will affect the way we market. Continuing to educate, train and present innovative technologies and applications to our clients is what has kept JMMC successful for over 40 years. We have built our reputation on our capability to use leading edge marketing technologies for our clients in an evolving marketplace. We have found it extremely valuable to leverage partnerships with emerging companies that are leading the industry in their respective trade.

JMMC'S CORE EXPERTISE & DEDICATED TEAM

Our core expertise lies in research and sorting vast amounts of publicly available information, and objectively analyzing the information to help make smarter decisions about online marketing, emerging technologies and e-business. We are committed to staying objective with the information available and create actionable steps that are cost-effective and most of all smart for the client.

JMMC'S TRUSTED RESOURCES

We partner with companies that serve as a trusted resource for their respective application and tool. Cutting through the clutter and hype – helping businesses make sense of the trends is our goal. JMMC serves the client best when we help you make better, more informed business decisions by:

- Streamlining research information of sources
- Reducing costs by saving valuable time
- Providing an objective, bird's eye view of all online programs
- Building strong case studies backed by actual data
- Reducing business risk

BENEFITS OF USING JMMC

Benefits are best shown by real results; below we outline what we have seen in recent years using emerging technologies and embracing trends.

- Reduction in postage by using email newsletters.
- Creating more channels of communication by using applications such as MobiMe, mobile website integration.
- Increased page ranking, sales and ROI through search engine marketing that utilizes industry leading keyword optimization tools, i.e. conversion-based-optimization.

- Increased search engine optimization and website performance by utilizing real time data from analytics.
- Reduced costs and increased visibility (i.e. impressions & visits) of on-line banner ads using an engagement-based optimization tool on an exchange and/ or network platform.
- Increased tracking methods with TotalTrack system on all forms of media.
- Event Attendance and consumer interaction increased by utilizing low-cost forms of communication, such as Social Networks and Social Media.

BIG PICTURE

Most importantly, we understand the big picture, and we can adapt to new trends quickly. Over 40 years we have seen a lot of fads in advertising and marketing. We remain keenly aware of what's happening in the industry, and new technologies. We make judgments about new media technologies based on proven marketing fundamentals:

- Which technologies are best for driving interest?
- Which technologies are best for responding to interest?
- Which technologies are most cost effective and how do they fit into your overall marketing objectives?

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