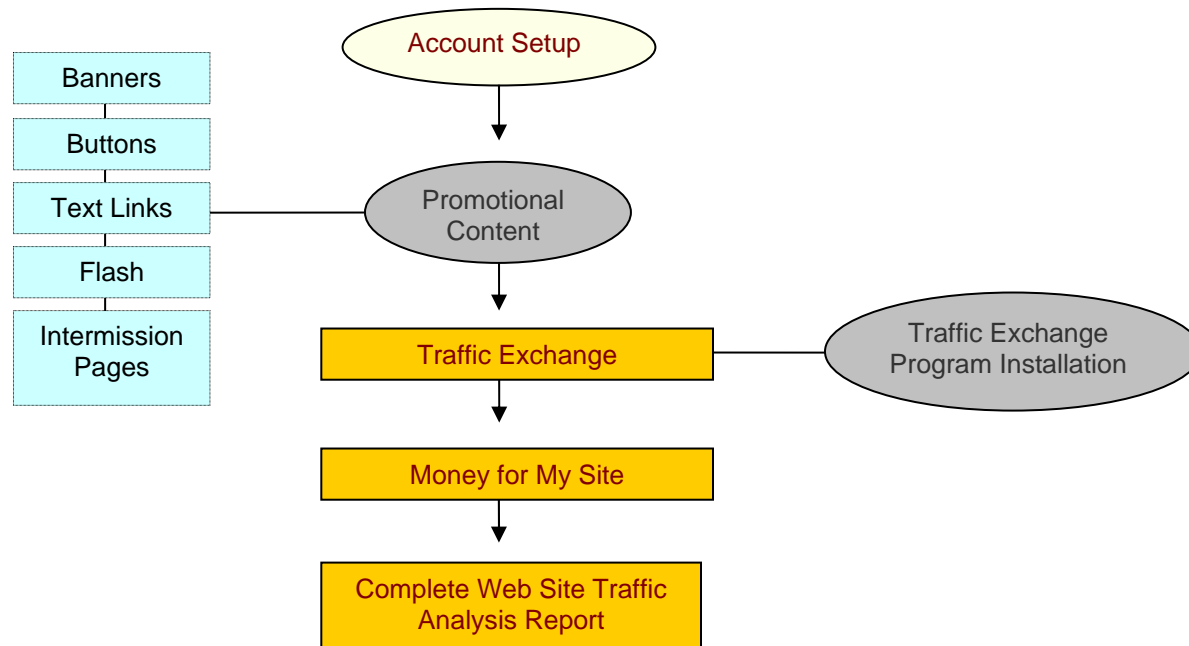




## Direct Marketing



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### >>> Direct Marketing

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Aside from SEO, Direct Marketing is a highly valuable method of generating traffic to your website.

Direct Marketing includes **Promotional Content**, such as banners, buttons, text links, flash, and intermission pages. Promotional content will help with rankings among marketing companies. Companies Include: AdEngage, AdBrite, AdSense.Google, Traffic Exchange, and Money for My Site.

By using third party traffic monitoring and redirecting programs, we can fully control all traffic that flows in and out of the website. After setting up a **Traffic Exchange** program on the client's website, we will be able to further integrate all internal and external links with our traffic exchange script. We will then be able to setup traffic trade accounts with other relevant websites. We can then redirect outgoing traffic in order to receive maximum additional external traffic from these trade accounts. This strategy can significantly increase website traffic by over 300%!



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**Money for My Site** is an e-commerce site that focuses on selling and buying ad space on websites. While advertisers search or browse all available websites to find the right page to advertise on, publishers can use our system to fully manage all serving, scheduling, billing, customer service, and sales of advertisements on their sites.

Finally we do the **Complete Web Site Traffic Analysis Report** which requires SARBRO to research competitors; create SMTH (Show Me the Hits), website traffic, and online revenue reports; and finally utilize any other relevant statistical measures.