

# eMarketing Programs Overview

## Hunter Douglas Preferred Service Provider

eMarketing or electronic marketing refers to the application of marketing principles and techniques via electronic media such as email, the Internet, cell phones, PDA, etc. MarKomm consulting has been working with eMarketing programs for over nine years and with Hunter Douglas for six of those years. We have spent countless hours working closely with hundreds of Dealers to develop a program which provides the benefits of a custom eMarketing program at off-the-shelf program rates.

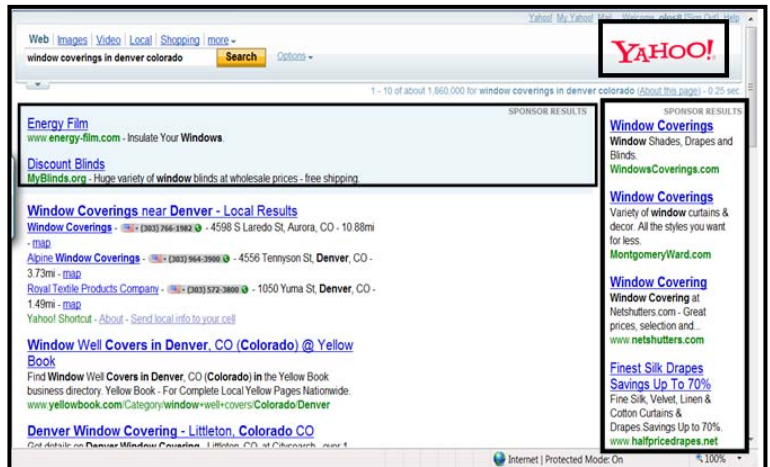
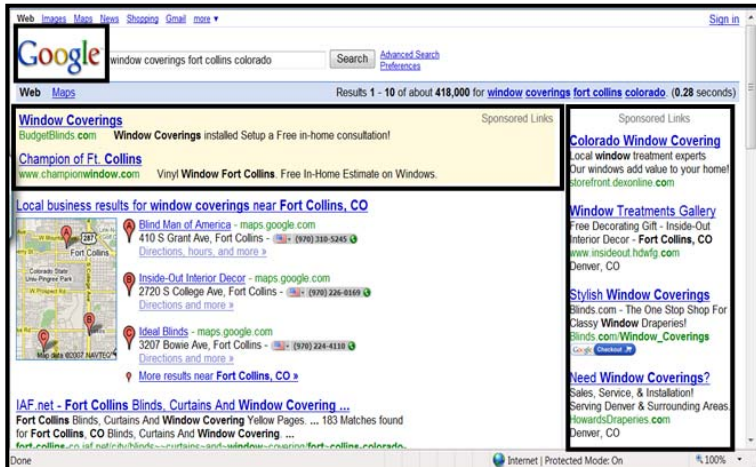
### Getting Started in eMarketing: Pay-Per-Click

Pay per click (PPC) is an advertising model used on the internet where advertisers only pay when a user actually clicks on an ad to visit the advertiser's website. Advertisers bid on keywords they predict their target market will use as search terms when they are looking for a product or service. When a user types a keyword query matching the advertiser's keyword list, or views a page with relevant content, the advertiser's ad may be shown. These ads are called a "Sponsored link" or "sponsored ads" and appear next to or above the "natural" or organic results on search engine results pages, or anywhere a webmaster/blogger chooses on a content page.

Of all the eMarketing programs and channels that are available, MarKomm recommends that Hunter Douglas dealers focus their online marketing dollars on pay-per-click as there are many benefits to this type of eMarketing:

- o You only pay for results - guaranteed web site traffic
- o Very Targeted Marketing – consumers searching for products are actively looking to buy
- o Shorter Sales Cycles – consumers who research products online have done their homework
- o Larger Dollar Volume per Sale – dealer's feedback tells us these customers don't want mini-blinds

Google and Yahoo have the most popular PPC programs at this time. In the screen shots below, the outlined areas specify where the Dealer's ads will appear.



## Other Programs & Services

Although MarKomm encourages Dealers to start with Google and Yahoo pay-per-click because we have seen these work for so many dealers, we also offer various other services. We can support programs such as:

MSN Pay-Per-Click	CitySearch Pay-Per-Click
Yahoo Local Business Listing	Google Local Business Listing
Search Engine optimization (SEO)	Custom Programs as appropriate

## Why MarKomm over other vendors?

Dealers are often approached by other vendors offering programs which sound too good to be true – and that's because they are! These vendors have developed systems where they complete a form and hit submit – not to worry about it again until the next year when it is contract renewal time. The good news is that the dealer's contact information will likely be fed into hundreds of listing locations, but the bad news is that this is done without any thought around the dealer's specific market, their customer profile, products they offer, or any other details that make each dealer unique.

By hiring MarKomm, you are bringing on the expertise of a consulting firm yet at flat-fee program prices. We can do this because we have spent years in the window coverings industry and have learned valuable lessons from helping hundreds of dealers. By knowing this information, we have developed a fine-tuned program and know how to bring new customers to the Dealers. We offer the following benefits over other vendors:

- o Customized – We will optimize the program to reach your goals.
- o Experienced – We have over six years of experience with Hunter Douglas and over 80% of our customers are in the window coverings industry.
- o Personalized – You will be assigned to a specific account manager who will spend time getting to know you are your business so we can work together as a team.
- o Flexible – Although we suggest Dealers start with certain foundation programs, we are very flexible and will grow your program and bring in different components to meet your needs.
- o Save you Money – We are the only PPC provider approved for co-op reimbursement (click budget only)

## Program Investment

The program fees are broken into three components – a one-time initial set-up fee, a monthly management fee, and a monthly budget the Dealer sets for their click fees.

Google ONLY	Yahoo ONLY	Yahoo AND Google
One-Time Set-up = \$250	Set-up = \$250	Set-up = \$350
Monthly Management = \$150	Monthly Management = \$100	Monthly Management = \$200
Monthly Click Budget = \$500	Click Budget = \$250	Click Budget = \$750
Monthly Total = \$650	Monthly Total = \$350	Monthly Total = \$950

## FREE CONSULTATION!!!

Call us today to schedule a free consultation with a MarKomm specialist. This session will focus on discussing the Dealer's:

- o Current marketing programs and results
- o Target Customers to determine if eMarketing is an appropriate fit
- o Web site landing pages – importance and any necessary changes
- o Goals and appropriate expectation

To schedule a consultation, send an email to [sales@markomm.com](mailto:sales@markomm.com) or call Terry at 630.740.8454.

## Frequently Asked Questions

### Google and Yahoo Pay-Per-Click Program

#### **How do Yahoo and Google compare?**

Google and Yahoo both offer wonderful advertising channels, but our recommendation is to, at a minimum, sign-up for the Google program. Google is by far the most popular search engine and therefore will be able to send you the most traffic. Also, Google invented the concept of PPC and provides a very advanced tool for us to use to manage your program. Although Yahoo is a nice program, it does have some constraints concerning customizing locations that make it second to Google.

#### **What does the set-up fee include for Google and Yahoo?**

- Review of completed form and call to finalize information
- Set up customized Google account for client
- Input search terms
- Set-up campaigns and ads based on keywords
- Run cost per click analysis and decide on bidding
- Post and test ads
- Set up or update of local business profile in both Google and Yahoo.

#### **What does the monthly management fee include for Google and Yahoo?**

- Account Management - MarKomm will monitor ads and adjust as needed. We will also apply new terms, adjust ads, and recommend new offers as we gain insight from working with various clients in the program.
- Monthly Report – MarKomm will send monthly reports to keep client updated on their results.
- Monthly Billing – MarKomm will coordinate with Google to verify accuracy and handle billing.

#### **What is the length of the contract term?**

We require a minimum six month commitment because we need time to get the program rolling. The Internet is used heavily by people who are researching products to buy. Therefore, you will find many customers who contact you actually located your store via an eMarketing ad months before contacting you. As long as you ask EVERY prospect that calls and comes in how they found you, you will know in six months if the program is a fit for you.

#### **Where will my ads appear for Pay-Per-Click?**

Your ads will appear along side or above the results on search results pages (in Google and Yahoo depending on which programs you sign up for). Additionally, if you join the Google program, your ads could appear on the search and content sites and products in the Google Partner Networks. This network is the largest online advertising network available, reaching over 80% of US Internet users. So you can be certain that your ads reach your target audience with Google AdWords. On search sites in the Google Network, your ads could appear along side or above search results or as a part of a results page a user navigates to through a site's directory. The technology ensures that your ads appear in the most relevant locations across the Web so that your customers find you.

#### **How much traffic can I expect per month?**

This depends on the monthly ad budget you set and your area. Some areas are more competitive. It is MarKomm's job, through various strategies we have learned over the years, to strategically bid as low as we can to leverage your budget.

**What is a keyword?**

The same as search terms, the keywords chosen for a given Ad Group are used to target your ads to potential customers.

**How will you not exceed the budget I set?**

Pay-Per-Click management programs provide a feature where we specify the daily budget for your program. MarKomm will divide the monthly budget you set by the number of days in the month and specify this to the system to ensure we do not exceed your budget. Note – the PPC programs bill us periodically throughout the month so billing to MarKomm may be higher one month and lower the next – which we then need to bill for. However, it will balance out to your monthly budget across multiple months.

**How are my ads targeted to my area?**

We use every strategy available to us to ensure that the people seeing your ads are within your service area. Most of these strategies do not require a searcher to enter a city name for your ad to appear. Google determines searchers' locations based on the IP addresses of their computers, which isn't a perfect technology but has proven to be effective. Depending on your location and competition in your area, we may do one or all of the following:

- Setup your campaign so that Google shows your ads only to people within a specific radius around your location, such as 30 miles.
- Use Google's pre-set regional setting if your location is in a major metropolitan area.
- Input the city names you provided in your contract to limit your ads to only people searching from IP addresses within those cities, or including those city names in their search query.
- Setup a national campaign that may be displayed to anyone in the US, but requires searchers to include your city name after the keyword they're searching on.

Please note that Google has much more advanced functionality to target specific areas, while Yahoo's program only allows us to target a large metro area.

**I have more than one store that I want in the program. Does one set up and mgt fee cover all my stores?**

If we are linking to multiple web sites, we will need to set up accounts for each site. Therefore, the set-up fee and management fee per additional location will be the same as all the same steps and must occur twice. If there is a way to link to one site for a larger coverage area, we will do so. This will need to be evaluated as you are considering the program.

**Why does MarKomm require a credit card for payment?**

MarKomm is required to pay for all of the advertising expenses on a credit card – and sometimes in advance of the promotions. MarKomm needs to receive payment quickly for cash flow purposes.

**Will I be able to access my PPC account directly?**

MarKomm utilizes an agency management system with which combines all of our accounts into one area for billing and management/access purposes. Therefore, providing access would give clients access to each other's accounts which is not in your best interest.

**I'm a Shop-At-Home. Will this program work for me?**

We have had mixed results with Shop-At-Home, but we are always happy to try it in your area and of course will do our best to make it work for you. We believe the reason we have had mixed results is that people feel a bit uncomfortable finding someone on the Internet and then just inviting them into their home. Your having a store-front gives them some added security that you are a legitimate business in the work of so many Internet scams.

### **How do PPC systems detect invalid clicks?**

Google's proprietary technology analyzes clicks to determine whether they fit a pattern of use intended to artificially drive up an advertiser's clicks or a publisher's earnings. Our system automatically identifies clicks generated by unethical users and automated robots, and filters out these clicks before they ever reach your reports. Google has three powerful tools for protecting your clicks:

- **Detection and filtering techniques:** Each click on an AdWords ad is examined by our system. Google looks at numerous data points for each click, including the IP address, the time of the click, any duplicate clicks, and various other click patterns. Our system then analyzes these factors to isolate and filter out any invalid clicks.
- **Advanced monitoring techniques:** Google uses a number of unique and innovative techniques for managing invalid click activity that surpass the standard methods. We can't disclose details about the software, except to say that our team of pioneering experts is constantly working to expand and improve our technology in order to stay ahead of changing trends in invalid click techniques.
- **Human expertise:** In addition to our automated click protection techniques, we have a team of human experts who use specialized tools and techniques to examine individual instances of invalid clicks. This team is a key component of our strategy to expose, monitor and track invalid click activity, ensuring the absolute highest level of click quality. When our system detects invalid clicks, a click protection expert examines the affected account to gather important data about the source of the invalid clicks. We provide this next level of service to ensure that you're only paying for legitimate clicks on your ads.

### **Will I show up in the Google Maps and Yahoo Local listings?**

Your PPC program includes the initial setup of Google and Yahoo local program to improve your performance with organic searches. Google and Yahoo both offer local listings for FREE to all businesses. When you appear in the local listings, your store information is listed along with other stores in your area that offer products similar to yours. These local programs are a great way to increase your presence online and traffic to your site, but there's no guarantee how and when your store information will appear in local search results. In order to participate in this program, ask your Account Manager for MarKomm's Local Listings Questionnaire.

### **How does my PPC budget affect the performance of my ads?**

The larger your budget, the more frequently your ads will display. Many dealers start at the \$500 budget and increase as they see results. We can do that at anytime.

### **One of my competitors shows up in the top position on every search. What are they doing to get there, and can you do that for me?**

The way we look at PPC for most dealers is that we want to get you the most bang for your buck -- that is, we want to get your ad displayed as frequently as possible on the first page of search results to area-specific users using a variety of keywords. Some dealers (some our clients, some not) look at it differently -- they aren't in it for clicks, they're in it for branding. The primary goal of these dealers is position, regardless of the cost to get there. They opt to not be displayed at all unless it's the first position -- Google has advanced settings that allow us to make that happen but it's not cheap -- dealers in the top position are likely paying up to \$6 (maybe more) per click to be there, depending on the keyword. To be able to do that consistently, their monthly budgets are in the thousands.

### **If another local dealer is doing pay-per-click in my area, how will this impact my ranking in the program?**

Ads are served up very randomly and they may never appear together. However, there is a

chance your ads would come up at the same time. You'll benefit from the exposure and will only pay if your ad is clicked on, which provides even more reason to go with pay-per-click marketing. Like with any advertising – if they are there, you want to be there!

### **How do the pay-per-click bids work and what is the average cost-per-click?**

Pay-Per-Click programs rank ads based on two factors: the maximum price you're willing to pay (cost-per-click) when a user clicks on your ad, and the click-through rate, or popularity, of your ad for each of your keywords on Google. Ads are positioned on search and content pages based on their Ad Rank. The ad with the highest Ad Rank appears in the first position, and so on down the page. The Ad Rank and Cost-Per-Click is affected by many factors:

- Geographic differences - rural areas are often less expensive than large cities
- Search terms - the word "Silhouettes" will likely be much cheaper to bid for than "blinds"
- Time of Day – You could pay \$.60 in the morning for a term, \$.90 in the afternoon, and \$.75 late at night. The price per click varies constantly depending on how many competitors are bidding at the same time. If a few big competitors in the area decide to jump in out of the bidding, it could have a huge affect. That is why MarKomm monitors your bids weekly to ensure we are bidding the optimum amount.
- The Quality Score for Ad Rank on the search network is determined by:
  - Click-Through-Rate on your ads in comparison to the other ads on the page
  - The relevance of the keyword and ad to the search query
  - Your landing page quality
  - Your account history, which is measured by the CTR of all the ads and keywords in your account

Below are some examples of average costs per click based:

<b>Search Term</b>	<b>Area: Large US City</b>	<b>Area: Small Mid-west town</b>
Window Coverings	\$1.50	\$.75
Silhouettes	\$.90	\$.45

### **Is there anything I can do to improve my ad placement ranking?**

Having relevant keywords and ad text will help improve your Quality Score and ultimately decrease your cost-per-click and improve your ranking. Because this ranking system rewards well-targeted, relevant ads, you can't be locked out of the top position as you would be in a ranking system based solely on price. Also, the AdWords Discounter monitors your competition and automatically reduces your actual CPC so you pay the lowest price possible for your ad's position on the page.

### **How will I know if this is working?**

It is crucial that you ask everyone who contacts your business how they heard about you!!!! Anyone who mentions seeing your ad online, talks about finding you by Internet searching, brings up your website, etc. has likely come to you as a result of your pay-per-click marketing. Tracking is key! Your monthly reports will also provide you with insightful data on the traffic you are receiving.

### **Do you guarantee results? What kind of return-on-investment can I expect?**

We can only guarantee traffic to your web site. After that, it's up to you to convert those clicks into business in ways such as having appealing and helpful web site, responding to inquiries quickly, and asking everyone how they heard about you. Pay-per-click drives traffic to your website, but it's your customer service, salesmanship and business skills that will determine your

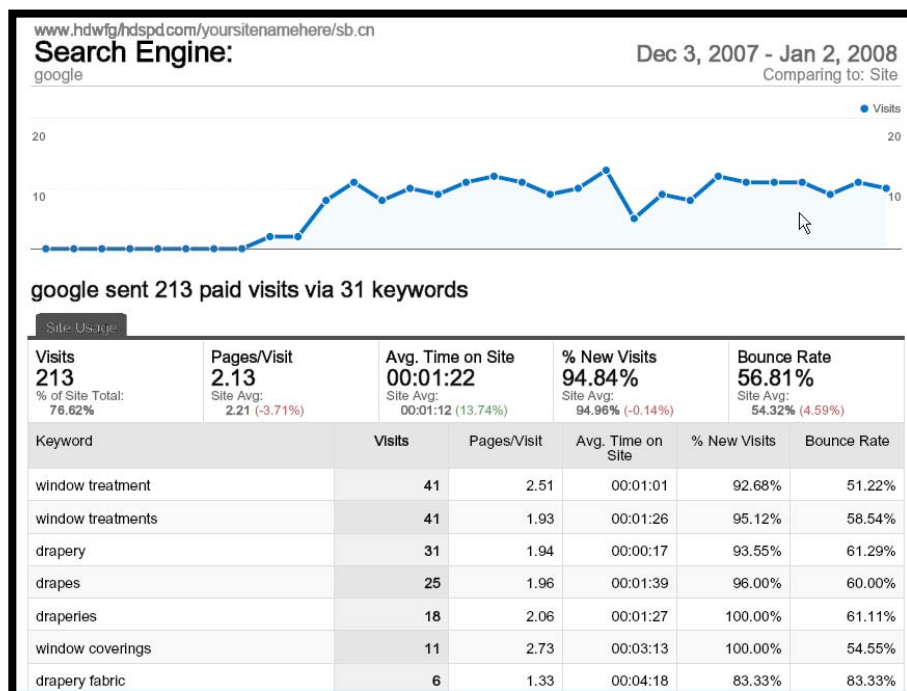
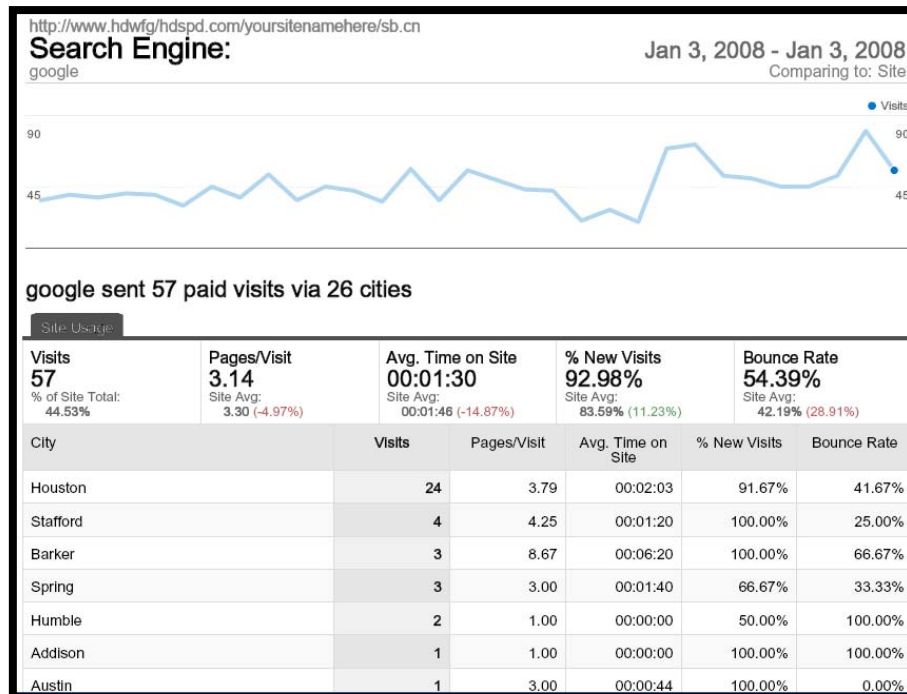
return-on-investment. Pay per click pitches you the ball. It's up to you to hit it out of the park.

### Why should I hire you to do this vs. try to do it on my own?

MarKomm Consulting has worked with pay-per-click advertising for Hunter Douglas dealers for over six years. We're experts at knowing how to strategically set up the campaigns, write effective ads and continually monitor your account to bring you maximum results. Our extensive Hunter Douglas background makes us uniquely qualified to more effectively handle the marketing, so you can better focus on running your business.

### What reports will I receive?

MarKomm will provide you monthly reports at the beginning of the month for last month's activity. The following are examples of the reports you will receive:







**Summary of Fees:** There are three components to the program.

**1. Set-up Fee (one-time charge)** - Please select ONE of the following:

- Google ONLY: \$250                       Yahoo ONLY: \$250                       Google AND Yahoo: \$350

**BONUS!!** When you sign up for ANY of the above programs, MarKomm will submit your business information for Google Local Business Listings and Yahoo Local Business Listings for FREE!

**2. Monthly Management Fee:** The monthly management fee covers the following activities:

- *Account Management* – MarKomm will monitor and adjust as needed to obtain the desired quantity and quality of traffic.
- *Monthly Report* – MarKomm will send monthly reports to keep Dealer updated on your pay-per-click traffic.
- *Monthly Billing* – MarKomm will verify Google charges, charge the Dealer appropriately, and supply Dealer with an invoice.

The monthly management fees are based on the program(s) you selected above as each option requires more time to keep the program optimized and producing quality leads for you:

- Google ONLY = \$150
- Yahoo ONLY = \$100
- Google AND Yahoo = \$200

NOTE: MarKomm offers the benefits of a custom e-marketing program at a low monthly fee to enable hunter Douglas' dealers to have access to a quality service at a reasonable price. The monthly management time is used for MarKomm to monitor the Dealer's account and provide reports and billing information. If Dealer requires additional support beyond the above activities concerning items such as questions about e-marketing, questions concerning marketing programs implemented through other channels, etc., MarKomm can provide this support at \$100 per hour billed in 15 minute increments. MarKomm will notify Dealer when charges are to be incurred.

**3. Ad Fees:** MarKomm will set a monthly maximum budget in the system for Dealer's advertising budget. Depending on the traffic in Dealer's area, MarKomm may not reach the budgeted amount but will keep charges within budgeted amount. Please specify the monthly budget for key-word bidding:

Google:  Minimum of \$500/mon    \$750/mon    \$1000/mon    Other over \$1000/mon: \_\_\_\_\_

Yahoo:  Minimum of \$250/mon    \$500/mon    \$1000/mon    Other over \$1000/mon: \_\_\_\_\_

**Summary of Fees:**

Google ONLY	Yahoo ONLY	Yahoo AND Google
One-Time Set-up = \$250	Set-up = \$250	Set-up = \$350
Monthly Management = \$150	Monthly Management = \$100	Monthly Management = \$200
Monthly Click Budget = \$500	Monthly Click Budget = \$250	Monthly Click Budget = \$750
Monthly Total = \$650	Monthly Total = \$350	Monthly Total = \$950



## Terms & Conditions

1. **Payment Method** – CREDIT CARDS ARE THE ONLY ALLOWED METHOD OF PAYMENT. This is due to the fact that MarKomm must pay advertising expenses on Dealer's behalf via a credit card and needs timely payment to cover these expenses.
2. **Credit Card Processing Issues** – If a credit card is declined, expires without notifying MarKomm, or for any reason does not clear upon billing attempt, MarKomm will attempt to contact the Dealer via an email to rectify the situation. If Dealer does not respond to this initial communication within 48 hours, MarKomm will place Dealer's account on hold. If Dealer chooses to reactivate their account, Dealer will be assessed an additional \$25 reinstatement fee for the additional time needed to obtain this information and reactivate the account.
3. **Communications** – MarKomm encourages Dealers to respond with questions and let MarKomm know how the program is working so MarKomm can better service the account. All requests will receive a response within 24 hours or less (except during holidays and weekends). The following two items will be emailed to Dealer monthly in one email:
  - **Traffic Reporting** – At the beginning of each month, Dealer will receive a report from MarKomm stating the number of visitors Dealer's web site received for the previous month.
  - **Invoice** – In the same email, Dealer will also receive a monthly invoice via email. The billing cycle is based on Google's billing cycle to MarKomm. The cycle is not billed on a set date each month. Therefore, Dealer's invoice will not match the end of month visitor report.
4. **Lead Tracking** – It is crucial that dealer ask EVERY customer who calls or visits how they found Dealer's store. By signing this agreement, Dealer is stating they have read and understand the following:
  - Dealer understands that potential customers will use the Internet for research and then call or visit the store. Also, Dealer understands that potential customers research on the Internet months in advance of taking action or making a decision. Dealer will inform staff to ask every person who calls or visits how they found the store.
  - Dealer understands that potential customers will come from Internet ads to Dealer's web site which contains the Hunter Douglas logo. Therefore, when the customer contacts the store he/she might be under the impression he/she found the store through a Hunter Douglas site. This could mean he/she found the Dealer through the Hunter Douglas locator or that he/she remembers the web site has Hunter Douglas logos on each page and actually found Dealer through Internet advertising.
5. **Termination** – This contract is for a **minimum six-month commitment** to allow the program to gain momentum. If Dealer cancels the program prior to the completion of a six month timeframe, Dealer will be charged an early termination fee equivalent to the remaining monthly management fees unpaid for the 6 month timeframe. For example, if a dealer participates in the Google Only program for four (4) of the six (6) months and cancels, the early termination fee will be for two (2) months of management fees or \$300.

Should either party wish to terminate the contract after the six-month period, either party can do so by giving the other party at least (14) days prior notice. Based on when an account is cancelled, the monthly management fees for that month will be charged as follows:

- Cancel by the 10<sup>th</sup> of the month - 25% of that month's management fee will be charged
- Cancel between the 11<sup>th</sup> - 20<sup>th</sup> of the month - 50% of that month's management fee will be charged
- Cancel after the 20<sup>th</sup> – 100% of that month's management fee will be charged



- 6. **Modification.** This contract may not be changed, modified, released, discharged, abandoned, or otherwise amended, in whole or in part, except by an instrument in writing, signed by both parties.
- 7. **Entire Agreement.** The parties agree that with respect to the subject matter hereof, it is the entire contract, superseding any previous oral or written communications, understandings or agreement.
- 8. **Successor and Assigns.** This contract shall be binding upon both parties and their legal representatives, successors, and assigns. The person signing on Dealer's behalf is representing that he/she has full power and authority to do so.
- 9. **Liability.** MarKomm, its officers, managers, members, employees, subcontractors and agents shall have no liability to the Dealer for any matter whatsoever relating to the performance by MarKomm of the Services except a breach of this contract or the gross negligence or willful misconduct of MarKomm or its officers, managers, members, employees, subcontractors or agents. The Dealer shall indemnify and save the Agency, its officers, managers, members, employees, subcontractors and agents harmless from and against all liability, including all actions, claims, damages, costs and attorneys' fees, which the Agency, its officers, managers, members, employees, subcontractors or agents may incur (or to which any of them may be a party) arising out of actions taken or statements made by any of them at the Dealer's direction or based upon information provided by the Dealer and any and all losses, claims, damages, expenses, or liabilities related to the use of the Dealer's products or services. Any controversy or claim arising out of or relating to this contract shall be settled by arbitration in accordance with the Commercial Arbitration Rules of the American Arbitration Association. The parties shall be bound by any award rendered by the Arbitrator(s) and judgment upon such award may be entered in any court having jurisdiction thereof. The Arbitrators shall be those persons agreed upon by the parties within 15 days after a notice of intent to arbitrate is given to one party by the other or, in the absence of such an agreement, shall be appointed by the American Arbitration Association.
- 10. **Attorney's Fees.** If it becomes necessary to resort to arbitration or litigation to enforce the performance of any provision of this contract, the prevailing party shall be entitled to recover its attorney's fees and other expenses involved in the arbitration or litigation. If multiple issues and claims are involved, then the arbitrators or the Court shall apportion such fees and expenses. The Dealer agrees that jurisdiction and venue is proper in Denver, Colorado.

### Term Agreement & Payment Information

By completing the following payment information and signing below, Dealer agrees to the terms outlined in this contract.

Credit Card Number (VISA / MC / AmEx): \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Billing Address (if different than contact address): \_\_\_\_\_

Name on Card: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

***Please fax contract to 303-265-9663 and your ads will be set-up within a week.***