

NATIONALRETAILER.COM

Digital Marketing presentation

GOALS

- **Conversion Rate 1.7% - 2.5%**
- **200,000 Visitors per week**
- **9x increase in permission assets (email, Twitter, Social connections)**

Google maps



Review Sites



Insider Pages™

Social Groups

facebook

Forums

Self Sponsored
Social Platform

Syndicated Content

facebook

Google maps

twitter

Stronger Brand Interactions

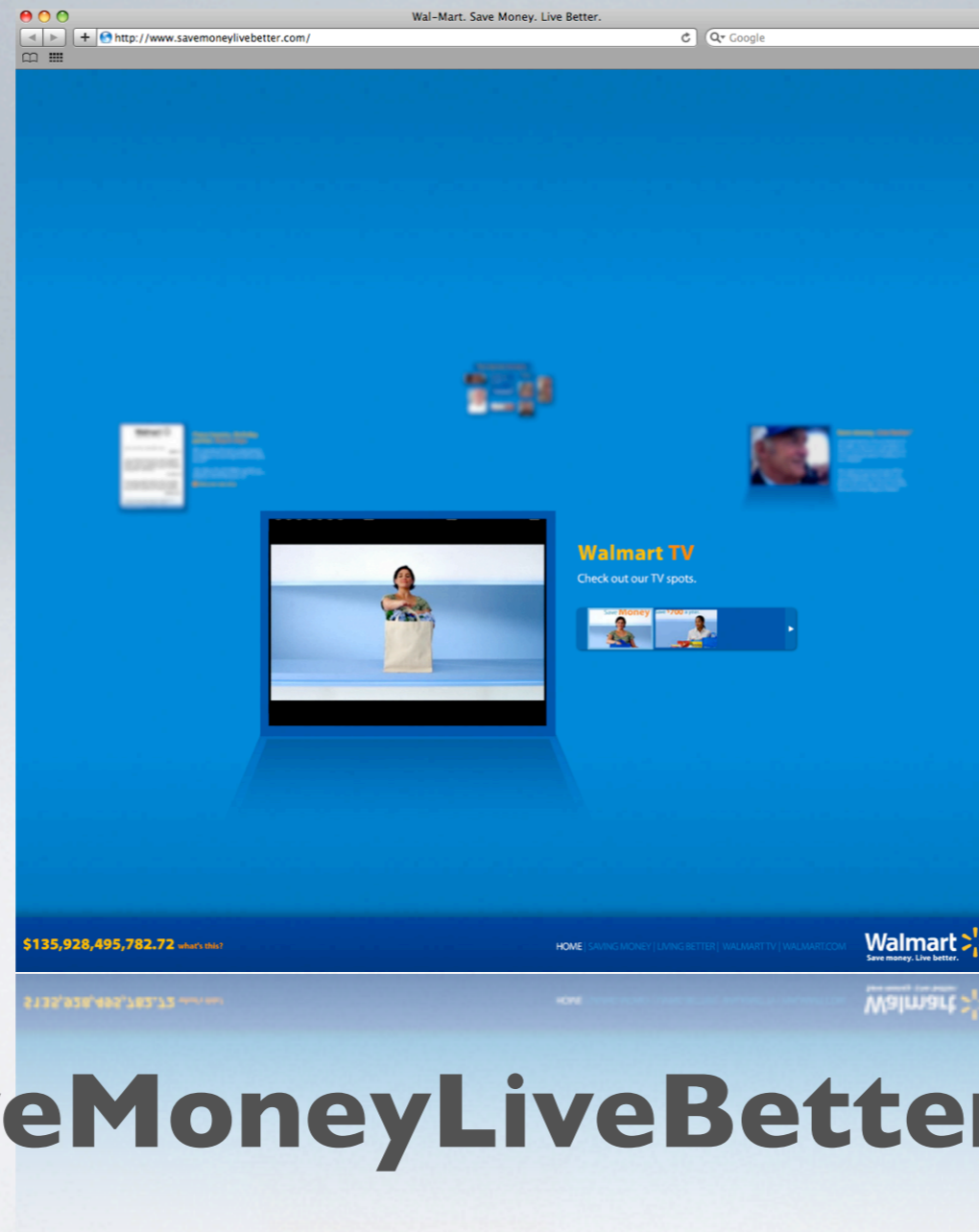
Increased Consumer Permission

More Concentrated Audience

Advertising Age[®]

How Walmart Owns the Concept of Value Online

Its Sheer Size and 'Saves You Money' Mantra Positions Retailer to Dominate in Digital, May 2009



SaveMoneyLiveBetter.com

WHAT DOES TWENTY DOLLARS BUY.COM

Assume all current Interactive Marketing activities

Begin Development of Social Platform

Recruit Syndicated Columnist/ Bloggers

Launch Social Platform

Promotion of Launch via our Social Strategy

Launch PR campaign to drive attention to new social strategy

Review all data

Determine Strength of Tactics

Mark Percentage of Goals Attained and Revise Tactics



SELECT SERVICES

- Design and Development of Social Platform
- Management of Social Properties (internal and external)
- Develop, manage and edit Content Partners
- Manage Ad Network
- Support all product promotional activities
- Continually revise tactics to achieve stated goals
- Manage Media for NationalRetailer.com