



## **IMC BUSINESS OWNER BENEFITS**

All business owners are looking for a way to separate themselves from their competition.

**Innovative Marketing Concept** provides each business owner with one of a kind state of the art advertising platform that accomplishes the five things that every business owner is looking for. Businesses all over the world have realized that getting people through the door is just the first step, now keeping them coming through the door by giving them good service and a good product is just as important. Now there is a third step that keeps that customer base coming in more often.

IMC'S Strategic Mobile Advertising program gives every business owner a way to keep their name in front of every person in their customer base.

This is why IMC is able to help so many business owners worldwide to:

1. Bring in new business.
2. Bring in their existing business more often through direct to phone, computer, laptop, I pad, advertising.
3. IMC provides a way for each business to develop a massive, legal opt-in, local client database that the business owner can advertise to weekly.
4. Lower their cost of advertising and make their advertising dollars more productive.
5. A large percentage of business owners are targeting millennials and their kids supplying them with many generations of business.

### **What makes the IMC program so special?**

IMC'S program instantly starts to build a client database with opt-in data the very day it is set up in the business. Business owners recognize that IMC is the only program of its kind that provides every business owner with every tool they need to accomplish all their goals, one-stop advertising shopping at a price that every

business owner can afford. Until now business owners were stuck in an advertising conundrum they had very little options available that they could afford like, coupons, paper advertising, and door hangers all of which produced very little, **UNTIL NOW, NOW THEIRS IMC!!!**

## **IMC BUSINESS OWNER BENEFITS**

The following is a list of all the benefits that IMC provides each business owner.

### **1,000 FOOT ADVERTISING DEVICE**

1. An IMC preprogrammed **1,000** foot long range blue tooth data gathering and advertising device that is capable of broadcasting an initial call to action advertisement **60** characters or less with a business logo to any phone, laptop, I pad that is set up to receive advertisements anywhere in the world, this device is both indoor and outdoor.

Our new **NearBee** apps for I Phones and Android phones have connected millions of business owners devices/beacons around the world.

Any phone, laptop I pad that comes in the vicinity of a device will receive an advertisement **DIRECT TO THEIR LOCK SCREEN**, it will also ping if the phone is set up. Our new software will keep that advertisement on the phone until **LOOKED AT OR DELETED**

This new technology allows anyone who has set up their phone to receive special deals from millions of businesses worldwide saving everyone thousands of dollars on their yearly purchases.

When a person receives the advertisement and opens it the magic begins.

The business owner has the choice of having:

- A. A full-color landing page designed by IMC.
- B. A full-color landing page with a link to the business owner's site.
- C. A Video produced by the business owner.
- D. A professionally designed data gathering form with a special link that sends that data directly to the business owner by email in real time.

## **TEXT, QR SCAN, URL**

2. Every business receives our Text, QR scan program with a personal business URL. As soon as a business owner becomes part of our program within 5 to 6 working days they are shipped their device, they and the salesperson receive artwork to have the posters, table tents and flyers made. These things already have an activated scan code and text code linked to a database gathering form that as soon as users start producing legal opt-in data that is also sent directly to the business owner in real time. The business owner is able to gather Name, Phone, and email.

## **STATE OF THE ART DASHBOARD**

3. IMC provides each business owner with a state of the art personal business dashboard which allows the business owner to track analytics, schedule outgoing messages, data collection, and group data messaging, autoresponders for a coupon or advertising delivery. This allows the business owner to optimize results and easily track response rates to maximize campaign results. IMC provides dashboard training in the form of videos, powerpoint presentations and the IMC support staff making sure that every business owner utilizes all that is available.

## **ARTWORK, URL AND TEXT/ SCAN**

4. Included in our program IMC will design professional artwork and landing pages. Business owners are able to submit a new artwork request once a month by using the Ad Submission button on the top of the corporate site. Once our support department receives the ad request they send a proof to the business owner for their approval. Each owner receives a personal URL along with artwork of their Text, Scan posters, and flyers.

## **EMAIL ADVERTISING BLASTING**

5. IMC gives every owner the opportunity to email advertise their entire database once a week with their full-color advertisement. Business owner uses this to keep their name in front of their clients or send out a weekly calender of special or special events.

## **INCOMING TEXT DATA GATHERING**

6. IMC provides each owner with a personal URL for unlimited incoming text data gathering no matter how much data they gather. There are no restrictions on the size of the database.

## **IMC SUPPORT AND BUSINESS OWNER TRAINING**

7. All business owner has a very extensive training program available to them.

After the sale is made IMC'S support department will contact the business and set up a time and day for training on all the aspects of the IMC program. Within a few days, the salesperson and the business owner will receive an email with all the artwork to set up the text, scan posters and specific printed items that the business requires. Once received the salesperson will contact the business owner and set up a time to deliver and set up the business as well as train the staff on the importance of the program for everyone's financial gain.