

SplitTarget

2012

Contract Marketing Organization



*Split your Target and
Conquer the Market.*

INTERNET MARKETING

WEBSITE DEVELOPMENT

ECOMMERCE DEVELOPMENT

SEARCH ENGINE OPTIMIZATION

PAY-PER-CLICK MANAGEMENT

AFFILIATE MANAGEMENT

NEWSLETTER MANAGEMENT

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Split your Target and Conquer the Market.

SplitTarget, Inc., located in Wyckoff, New Jersey, is a personalized Contract Marketing Organization dedicated to assuring your success. The company is comprised of contractors located in California, New Jersey, Utah, and Michigan, as well as access to development teams in India and China. With strong marketing knowledge, extensive skills in online marketing, and solid experience bringing products to market, the SplitTarget team has been an important contributor in many accomplishments. In order to achieve success the SplitTarget team recognizes the importance of passion, which has always been a component of its output. When considering a new project the level of enthusiasm from the team for taking on the new project is evaluated, and becomes a key indicator as whether or not the project will be adopted. The SplitTarget team works on projects because they *enjoy* the challenge and the feeling of success once the goals have been achieved.

SplitTarget is a full marketing solution for individual projects or complete management

- Creative Thinking
- Website Development
- Pay-Per-Click Ad Management
- Affiliate Marketing
- Electronic Newsletters
- Blogs & Message boards
- eCommerce Solutions
- Internet Hosting
- Marketing Plans
- Retail Product Launch

Below you will find some insight into our thought process, making up the fundamental building blocks for all our successful accomplishments.

Understanding Marketing 101

Marketing a product is most often broken down into 4 key elements of differentiation, referred to as the Marketing Mix (or the 4 P's of Marketing):

- 1) *The **product** or service you are marketing.* Is it high quality or low quality? Who is its target market? What are the benefits and features? Why should someone use it?
- 2) *The **price** of the product or service that you are offering.* Are you high priced or low priced compared to your competition? How do you justify your pricing, with high quality or more efficiency?
- 3) *The method you use to **promote** your product or service.* Do you advertise you product by direct mail, over the internet, word of mouth, or on radio or television? What is your message?
- 4) *The technique used for **placement** or distributing your product to others.* Do you sell from the retail stores, from your website, from other websites such as Amazon.com or Drugstore.com, do you bundling it with other products of services, or is it pushed or pulled through doctor's, or other professional offices?



These four P's are the parameters that the marketing management team can control and are subject to the internal and external constraints of the marketing environment. The goal is to make decisions that center the four P's on the customers in the target market.

Product Decisions

The term "product" refers to tangible, physical products as well as services. Here are some examples of the product decisions to be made:

- Brand name
- Functionality
- Styling
- Quality
- Safety
- Packaging
- Repairs and Support
- Warranty
- Accessories and services

Price Decisions

Some examples of pricing decisions to be made include:

- Pricing strategy (skim, penetration, etc.)
- Suggested retail price
- Volume discounts and wholesale pricing
- Cash and early payment discounts
- Seasonal pricing
- Bundling

- Price flexibility
- Price discrimination

Distribution (Placement) Decisions

Distribution is about getting the products to the customer. Some examples of distribution decisions include:

- Distribution channels
- Market coverage (inclusive, selective, or exclusive distribution)
- Specific channel members
- Inventory management
- Warehousing
- Distribution centers
- Order processing
- Transportation
- Reverse logistics

Promotion Decisions

In the context of the marketing mix, promotion represents the various aspects of marketing communication, that is, the communication of information about the product with the goal of generating a positive customer response. Marketing communication decisions include:

- Promotional strategy (push, pull, etc.)
- Advertising
- Personal selling & sales force
- Sales promotions
- Public relations & publicity
- Marketing communications budget



Perceptive Online Marketing

Online marketing is a complete process. And thinking it through from beginning to end is very important in order to achieve success. These are the questions we aim to answer when building an online marketing campaign and website:

- 1) What are the goals for the campaign and how are they prioritized? To generate revenues, leads, communicate information, enroll subscribers, build a brand, drive people to a retail store, introduce corporate capabilities, or something else?
- 2) What are the most important keywords the target will use to search for your solution?
- 3) Who is the target audience? Will they be repeat customers or users? Should they have a unique user login to access an area of their own on the website? What is the age of your target market?
- 4) What is the most intuitive method of navigation for the target audience? Is the website going to be large with a lot of content, or small and simple?
- 5) Is there a need for a catalog (products or services)?
- 6) Should the site be dynamic, static or a combination of the two?
- 7) Is it possible to make the site functional? Add calculators or other useful information or tools that the target market would use? Is it possible to create an online community, blog, resource section, RSS feeds, etc.?
- 8) Will a newsletter, podcast or other electronic communications be a valuable component of the online marketing effort?
- 9) Can viral marketing be used to achieve a fast, powerful and far reaching response? Should Press Releases be used?
- 10) Would this campaign be appropriate for an online affiliate program?



Capabilities:

Website Development and Management. The SplitTarget team is highly experienced in website development and management, and offers a variety of plans for these services.

Search Engine Optimization (SEO): SEO is the process of increasing the amount of visitors to a web site by ranking high in the search results of a search engine. The higher a web site ranks in the results of a search, the greater the chance that site will be visited. There are very important elements required to achieve top placement of a website in search engines. And the byproduct of this placement is clearly understood – highly qualified and targeted traffic to your website. The SplitTarget team was responsible for achieving top placement of the website GeneTree.com for highly competitive keywords such as 'DNA testing', 'paternity testing', and 'ancestry testing'. The team has also achieved top placement for 'alcohol abuse test' and 'good clinical practice' for AbuseCheck.com and GeneEd.com.

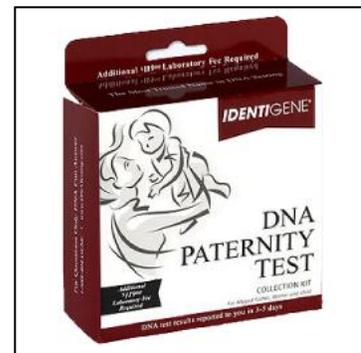
Pay Per Click: The SplitTarget team has managed highly successful Google, Yahoo!, MSN, and Miva pay per click advertising campaigns for companies such as GeneTree.com, Identigene.com, DNAtesting.com, BiotechLearning.com, and GeneEd.com.

Affiliate Marketing: Affiliate marketing is a method of promoting web businesses (merchants/advertisers) in which an affiliate (publisher) is rewarded for every visitor, subscriber, customer, and/or sale provided through his/her efforts. The SplitTarget team has been involved in building several online affiliate programs. The most successful brought in over \$300k/year in revenues. The program assisted greatly in establishing the company as a leader in the industry and helped to build its website which achieved greater than 1 million unique visitors a year.

Product Packaging Design: As marketing experts, the SplitTarget team has been involved in creating packaging for many products. Some of the most successful have been the Identigene DNA Paternity Test and the Pink or Blue Pregnancy Test.

Branding: Branding is a process used for creating a unique, positive, and recognizable identity for a product or service. Along with a consistent marketing and advertising message, creating a visual identity through signage is an important part of the branding process.

Product Management: Product management is an organizational function within a company dealing with the planning or marketing of a product or products at all stages of the product lifecycle. Product planning (in-bound marketing) and product marketing (outbound marketing) are different yet complementary efforts with the objective of maximizing sales revenues and market share. SplitTarget has experience and will work in all areas of the product life cycle.



Marketing Plans: A marketing plan is a written document that details the necessary actions to achieve one or more marketing objectives. It can be for a product or service, a brand, or a product line. Marketing plans cover between one and five years. A marketing plan may be part of an overall business plan. Solid marketing strategy is the foundation of a well-written marketing plan. While a marketing plan contains a list of actions, a marketing plan without a sound strategic foundation is of little use. The SplitTarget team encompasses a highly experienced and creative group eager to assist in facilitating a company's success through marketing, and recognizes that a marketing plan is a key component for achievement. Understanding the tactics, distribution methods, and the target market are important when creating a clear strategy which sets the foundation for victory.



Retail Marketing: Retailing consists of the sale of goods or merchandise from a fixed location, such as a drugstore store or kiosk, in small or individual lots for direct consumption by the purchaser. In commerce, a retailer buys goods or products in large quantities from manufacturers, either directly or through a wholesaler, and then sells individual units to the end-user. Manufacturing marketers see the process of retailing as a necessary part of their overall distribution strategy. SplitTarget has had experience bringing products to the Retail Market, and understand the overall scheme required to be successful. If you are aiming to get your product to market off the retail shelf - ***SplitTarget will assist with your success.***

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