



COMPANY OVERVIEW & PRESENTATION





AWARD WINNING MARKETING FIRM, SPECIALIZING IN BUSINESS CLASS BRAND AND INTERNET SOLUTIONS

great design, focused on brand, identity and success

development/integration of manageable and
scalable web technology

business class marketing and website
support services

- Online marketing and technology married together in one central professional support-for-it-all model, unique to JLB
- Professionally designed business class services for reliability and scale
- Over 14 years of experience, successful processes and learning's
- Trusted High end customized web and marketing reporting and analytics, exclusive to our clients
- Wide public recognition with great references

IMPACT | STATEMENT | FEELING | FUNCTION



Businesses are left to figure everything out on their own and either need to have a lot of time, technical skills or money to position their business correctly in today's Internet market. Web design, development, domain names, email, SEO, SEM, Social Media, email marketing, web support, hosting, security, merchant integrations and so on are all different skills offered by different companies but they all really should work in sync to benefit the business and that is what JLB offers.

Business Class Web & Marketing Services with Central Support



BRAND & MARKETING EXPERTISE

- 25 years of business sales & marketing expertise
- 20 years of operation & infrastructure support service experience
- online branding & identity design focused
- award winning graphic design team
- audio & video engineering & development
- top web development & operations management
- best in class digital marketing & tools (seo, sem, social, etc.)



BUSINESSES REQUIRE EXPERTISE FOR A SUCCESSFUL WEBSITE & MARKETING

- account & project management – manage, mediate & more
- graphic design & branding staff – websites, print & more
- developers – php, html, css, java & more
- marketing staff – advertising staff & digital marketing staff
- webmasters – moves, ads, changes or fix problems
- technical engineers & support staff – infrastructure & parts



BUSINESS CLASS SERVICES & SUPPORT

- website management, maintenance and security oversight
- technical and webmaster support
- enabling marketing strategies, guidance and management
- business class and on-demand marketing services



COMPLEX INDUSTRY STANDARD
multiple vendors // multiple bills

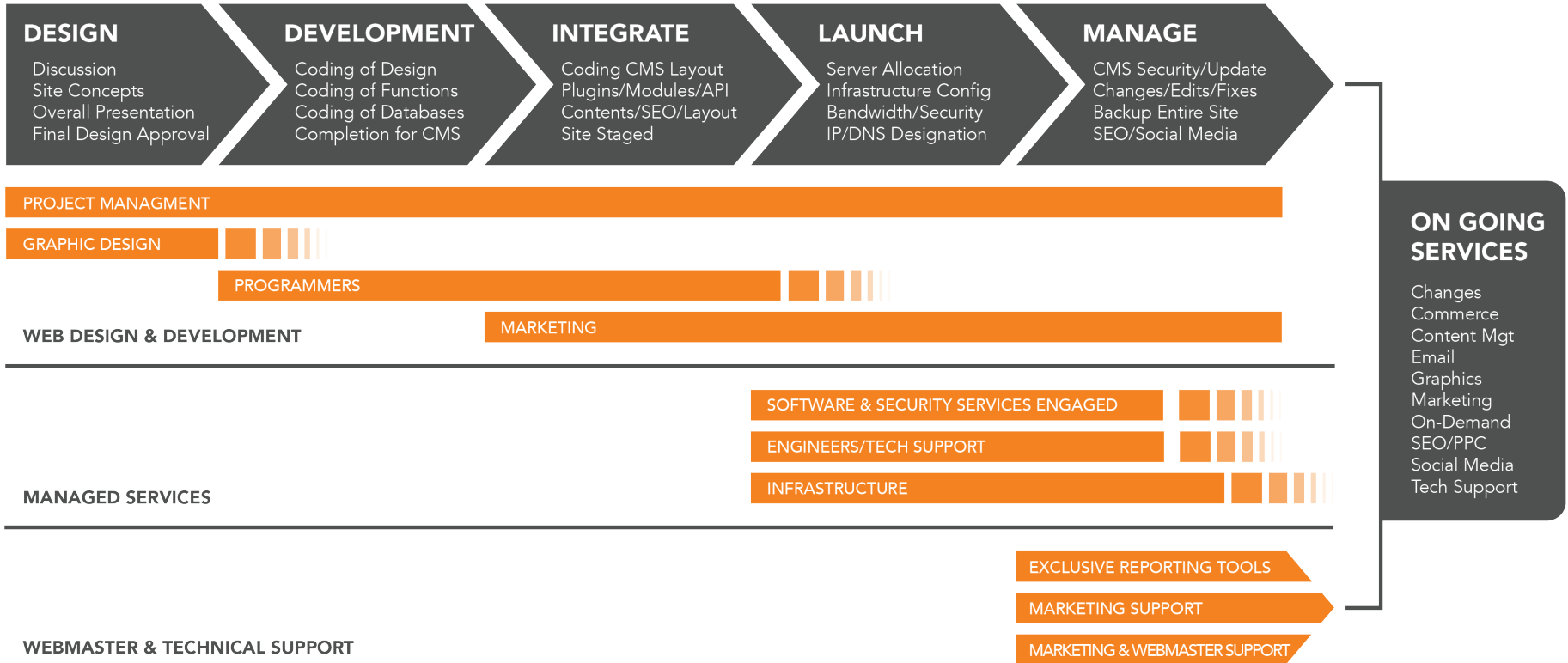
- in house / outsourced
SITE MANAGEMENT
- MAINTANANCE/MONITORING**
- BUSINESS CLASS SUPPORT**
- merchant services
COMMERCE INTERGRATION
- email platform
SECURE EMAIL
- special software: SEO, Heat Mapping, etc
PERFORMANCE REPORTING
- software company
DIRECT MANAGMENT SERVICES
- archiving company
EMAIL ARCHIVING
- specialty platforms
INTEGRATED MODULES / PORTALS
- EMAIL MARKETING**

ONE BILL
JB
ONE TEAM

- graphic design agency
BRAND & IDENTITY
- LOGO & STYLE GUIDE**
- PRINT / MARKETING COLLERTAL**
- web design firm / ad agency
WEBSITE DESIGN
- DEVELOPMENT**
- INTEGRATION SERVICES**
- CUSTOM WEB APPLICATIONS**
- digital marketing firm / in house
SEO MANAGEMENT
- PAY PER CLICK ADS**
- SOCIAL MEDIA MARKETING**
- hosting company
HOSTING
- BANDWIDTH**
- SERVER STORAGE**
- HARDWARE SECURITY**
- specialty software & services
BACKUP & DR
- ADVANCED WEB SECURITY**
- SPECIAL SERVICES**

COMPLETE SOLUTION





BRAND IDENTIFICATION

- discovery, creative brainstorming and analysis – multi brand consolidation
- test and research
- selection and launch





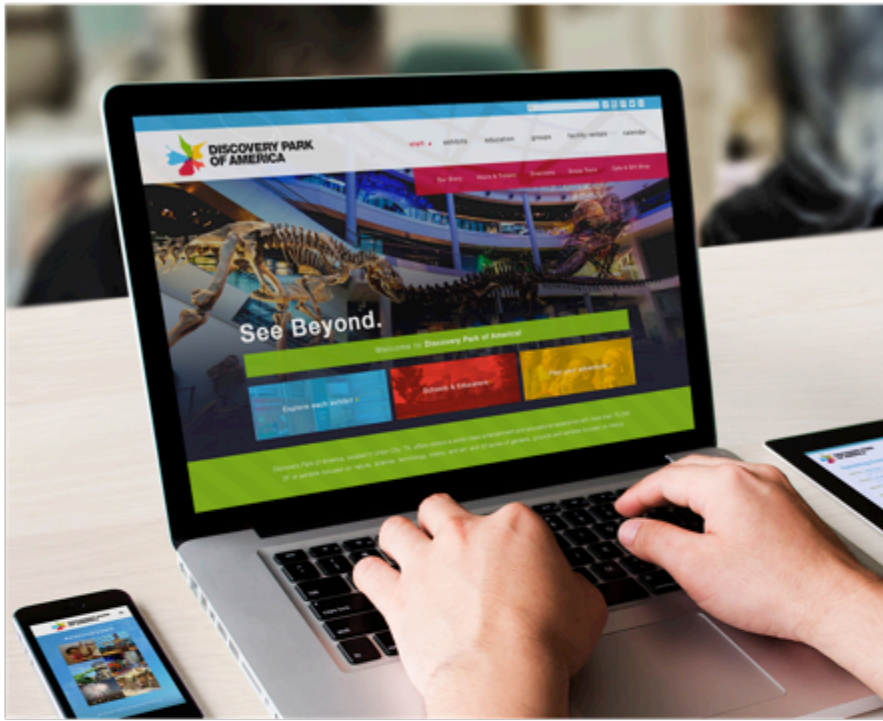
IDENTITY DESIGN

- development of graphic identity and logo
- overarching identity, concerning corporate colors, brand typefaces, and logo usage

WEBSITE DESIGN

- design concepts
- detailed brief – review objectives, audience, key products/services, brand compliments, etc.
- business details – sales process, ROI, scalability, etc.
- research, framing and workup
- overall site design and construction mapping

BEAUTIFUL WEB DESIGNS



WEBSITE ENGINEERING & DEVELOPMENT & CMS INTEGRATION

programming, strategic structuring & styling

thoughtful development to business objectives, scalability & brand strategies

BUSINESS CLASS MANAGED SERVICES & SUPPORT

reliable support, infrastructure, security, backups, software & resources

NEED BRAND & MARKETING MATERIALS

brochures, sales slicks, cards and content
events, signs, and on-demand marketing support



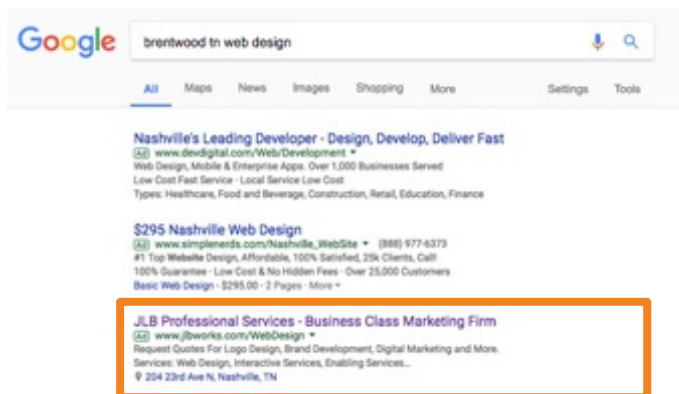
DIGITAL MARKETING

best practices, tools, reporting, implementation, analysis and flexibility
ongoing content management, onsite and offsite critical strategies
lead generation, CRM integrations, lead management and reporting

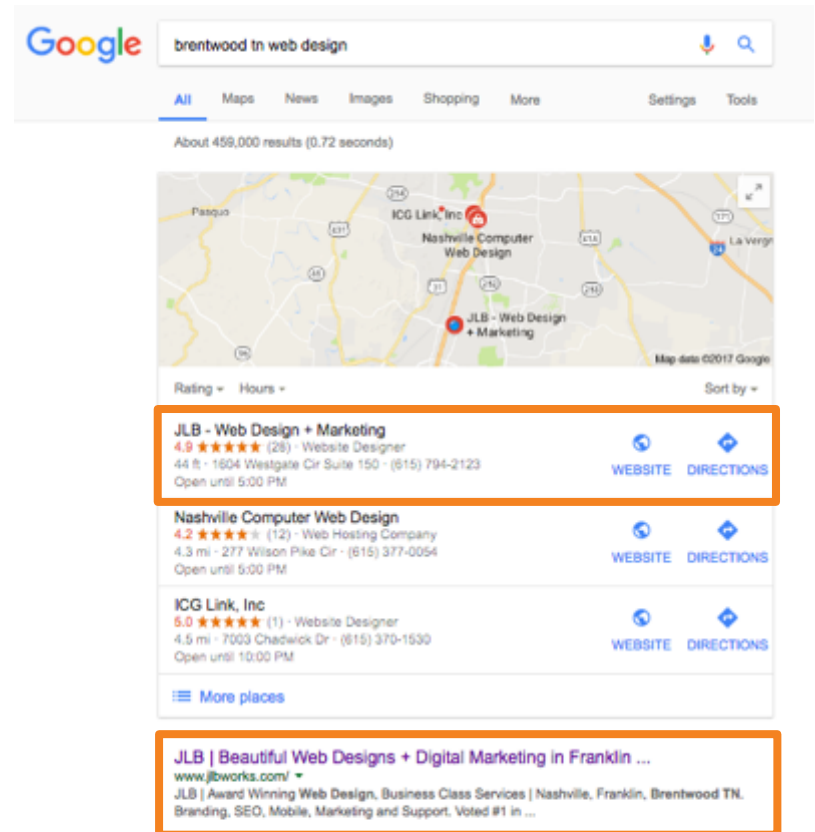
Social Media



Pay Per Click Ads



SEO

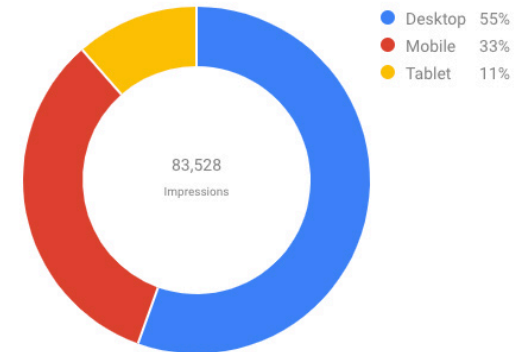




Quality Controls & Transparency

PROFESSIONAL REPORTING

oak factory outlet	1	2	2	2	1	1	=
wood dinettes knoxville tn	100+	1	1	1	1	1	▲
oak factory outlet nashville tn	16	1	1	1	1	1	▲
wood desks nashville tn	100+	2	2	4	1	1	▲
oak factory outlet knoxville	15	1	1	1	1	1	▲
unfinished furniture knoxville tn	80	1	1	1	1	1	▲
oak factory outlet nashville	13	1	1	1	1	1	▲
wood desks knoxville tn	2	4	1	1	1	1	▲
unfinished furniture nashville tn	100+	1	1	1	1	1	▲
office wood furniture knoxville tn	100+	5	2	3	1	1	▲
wood dinettes nashville tn	100+	1	1	1	1	1	▲
real wood furniture knoxville tn	100+	1	1	1	1	1	▲
real wood furniture nashville tn	100+	1	1	1	1	1	▲
wood entertainment centers knoxville tn	100+	3	2	3	2	2	▲
kitchen islands knoxville tn	100+	2	2	1	1	2	▲
wood bookcases nashville tn	100+	5	5	3	2	2	▲
wood entertainment centers nashville tn	100+	2	3	5	3	3	▲
kitchen islands nashville tn	100+	2	4	4	2	4	▲
wood bookcases knoxville tn	2	5	5	3	4	4	▼
office wood furniture nashville tn	100+	8	12	11	10	7	▲
dining furniture knoxville tn	100+	18	16	13	9	8	▲

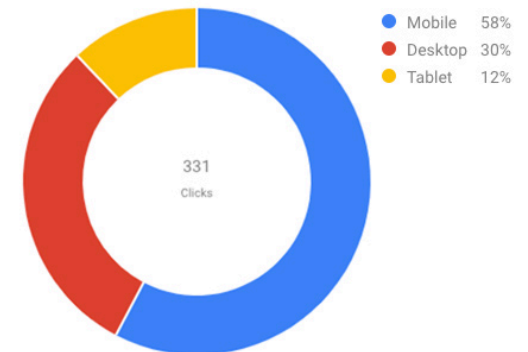
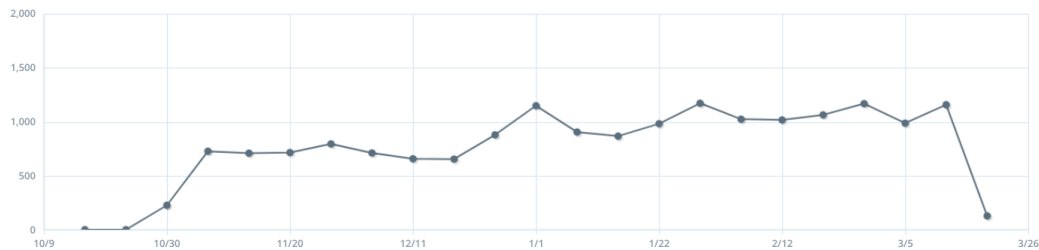


DATA REPORTING FOR OAK FACTORY OUTLET

Traffic Overview

Total Sessions ▾

Daily Weekly Monthly



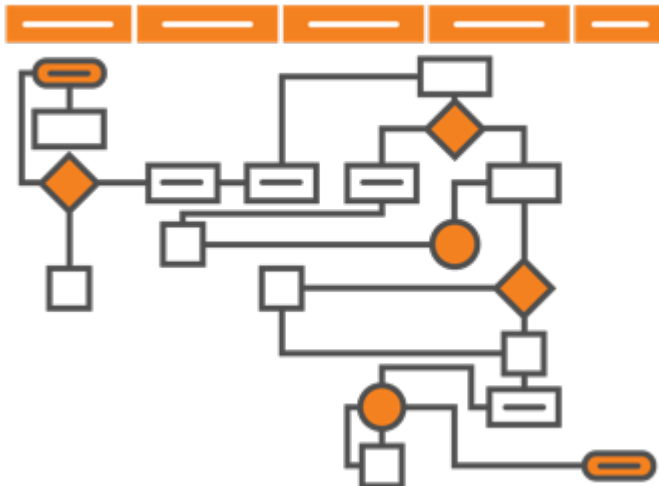
PREPARED & READY

INDUSTRY FOCUSES

- Industry verticals, business processes and applications with the highest proven and potential business value created by web operation and domain technology, based on primary research and industry experience.

BUSINESS PROCESS LIBRARY TRAINING/COLLATERAL

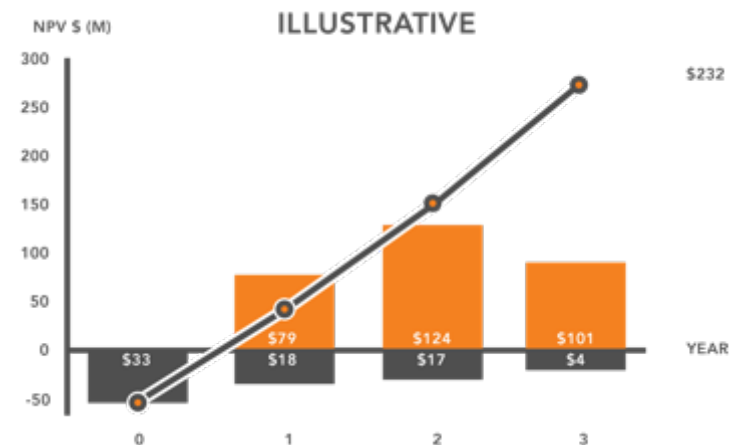
ILLUSTRATIVE



SOLUTION ACCELERATORS

- Knowledge of business processes within industry where web applications and online marketing add the greatest value.
- Comprehensive industry ROI tools.
- Solution ecosystem of leading software, equipment and middleware providers.
- Demonstrated experience with web domain deployments across industries.

ROI FRAMEWORKS – DETAILED MODELS



PROJECT

all projects recorded & tracked centrally
milestone management
time management & quality control

SUPPORT

support directed to the right person on-time
alert management of tickets
24/7 hardware monitoring
on-demand accountability

PROCESSES

all processes are documented & managed tightly
14 years of perfecting our operations & quality

BusinessQUALITY

WWW.JLBWORKS.COM