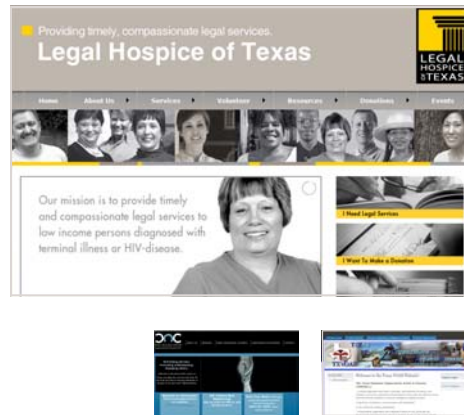


## Internet Marketing Services

- Website Development, Hosting & Support Platinum
- Website Development, Hosting & Support Gold
- E-Marketing Programs

## Internet Marketing Services

### Website Development, Hosting & Support: Platinum



- Dynamic websites help you meet your mission goals
- Easy-to-use content management tools require no HTML skills
- Keyword optimization gets your site seen by search engines
- Web traffic reports help monitor success
- Online shopping cart enables online fundraising without the worry
- Integrates with other Internet marketing and social networking tools

Are you ready to have your website work harder for your organization? The Website Development, Hosting and Support Gold Program will turn your website into a working spokesperson: greeting visitors, quickly informing them of your best successes and collecting information about them so you can follow up after your day of serving others is over. This managed service offering provides you with a powerful, dynamic website to meet your mission and broadcast your message. We specialize in working with nonprofits and being one ourselves, we understand first-hand how a strong website can help your marketing resources go further.

#### PLATINUM-LEVEL SERVICE INCLUDES:

##### Design

- Kickoff session where we review your mission, branding and goals and create the governing style guide for your website
- Choose a predesigned theme or work with us to design your own theme
- Add your logo and have your own unique URL

##### Content Management

- Add, edit and update pages without HTML skills so you don't need a webmaster to manage your site
- Embed 2 other technologies (i.e. YouTube Video, Google Gadgets) to help communicate your brand and messaging
- Capacity for posting 100 MBs of photos to keep your audience involved in your current activities
- Link to social media tools and update Facebook® and Twitter® at the same time

##### Enhanced Features

- Your own unique look and feel for your website
- Add 1 dynamic element (scrolling text / montage)

- Real-time news feeds (optional)
- Search engine optimization through keywords to bring qualified visitors to you
- Education on how to capitalize on traffic converted from search engine results
- Shopping cart for accepting financial donations through complimentary Virtual Aid Drive solution takes the risk out of managing online donations (or integrate with your current fundraising tool)
- Web Traffic Reporting enables you to see the success of your marketing campaigns in real-time
- Integration into other Aidmatrix Network portals to create a seamless experience for your visitors

##### Ongoing Support

- Hosting Support provided free for one year so there are no hardware investments for you to manage
- Training session for ongoing website management
- Assigned account manager help you along the way

## Internet Marketing Services

- Website Development,  
Hosting & Support  
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- Website Development,  
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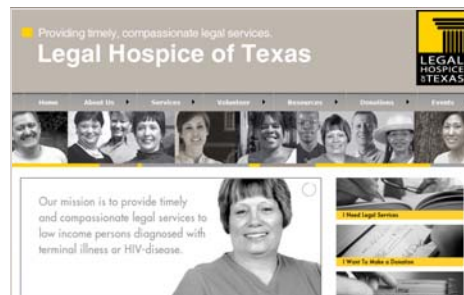
### TURN-KEY SOLUTIONS

We offer this service as a hosted service, so there is no hardware to maintain and no IT staff to hire.

For more information on any of our products or services please contact us online at:

[www.aidmatrix.org](http://www.aidmatrix.org)

## Proof in Action



[www.legalhospice.org](http://www.legalhospice.org)

### Legal Hospice of Texas

“Our challenge was to develop a new website. We were assigned a team from Aidmatrix, (another non-profit that does some really wonderful work). We gave them the outline, brand guide, and the content and they used these to build the new website from the ground up. Over the last couple of months we have worked out some minor tweaks, and finally have a more comprehensive website. A bonus for us is that we can manage the site more efficiently in-house. We have to give special thanks to the Aidmatrix team. “

“What also made this ... so special for LHT was while our Aidmatrix team worked on the new website, they were also coordinating backend systems for the Haiti relief effort. They certainly had a full plate, but did not let us down! Thank you Aidmatrix!”

**aidmatrix**<sup>®</sup>  
Right Aid. Right People. Right Time.<sup>™</sup>

[www.aidmatrix.org](http://www.aidmatrix.org)