

**Business and Personal Finance Center  
Portal Upgrade  
Executive Summary**

**OBJECTIVE:**

Turn your Web Site into a profitable business channel for attracting, selling and retaining customers.

**BUSINESS AND PERSONAL FINANCIAL CENTERS**

Our Business and Personal Financial Centers combine outstanding Content, web-based marketing tools and the power of the Internet to turn your Web Site into a formidable marketing tool and profitable business channel.

Private-branded to match your Web Site, your Financial Center turns your Site into the "destination of choice" for your customers **and** serves as a proactive marketing tool for your sales force.

**BENEFITS**

- Builds your profits through:
  - Increased client loyalty
  - New business generation
  - Long-term market positioning
- Delivers your marketing message directly to your client's desktop
- Uses technology to multiply your referral marketing efforts
- Saves you the headaches and high cost of creating in-house content
- Integrates your proprietary content through its flexible design
- Implementation requires no additional technical skills
- Generates a rapid return on your Web Site investment

## CONTENT & FEATURES

### Private-Branded

The design of your Financial Center matches your Web Site and includes your welcoming message, closing message, and links back to your Web Site.

There are no technical skills required to attach your Financial Center to your site. Once we create your Financial Center for you, all you need to do link to it from the appropriate spot on your Web Site. This makes integrating a Financial Center into your Web Site a marketing decision, not a technology issue.

### Content Categories

Select the Content that meets your needs.

#### Business and Personal Finance Articles

Select from our wide variety of business and personal finance articles. Every article provides information to help your customer achieve financial success.

We work with you to set a publication schedule and tailor the articles around your products and services.

In addition, you may add proprietary articles to the your libraries. This is a terrific way to position your employees as experts in their field. Your articles appear only in your Financial Center.

#### Financial Calculators

Your customers will love our interactive financial calculators. We have over 100 calculators for your selection.

#### Best Links On The Net

Business owners complain that they are too busy to search the Net for the information they need. That is why we constantly search the Net for the best Web Sites, articles and business resources. With over 500 links, Best Links On the Net makes your Web Site the destination of choice for your business customers.

#### Business Guides & Financial Glossary

Our Cash Flow Guide and Retirement Planning Guide help your customer make informed, confident financial decisions.

Each Guide highlights your products and services. A Financial Glossary is included Free with each Guide.

#### Factors Driving Repeat Visitors to Web Sites

High-quality content	75%
Ease of Use	66%
Quick download	58%
Updated frequently	54%
Coupons and incentives	14%
Favorite brands	13%
Chat and bulletin boards	10%

SOURCE: Forrester Research

❑ **Market and Community Links Engine**

One of the keys to bringing customers back to your Web Site is to become the resource where your visitors can easily find the information they need.

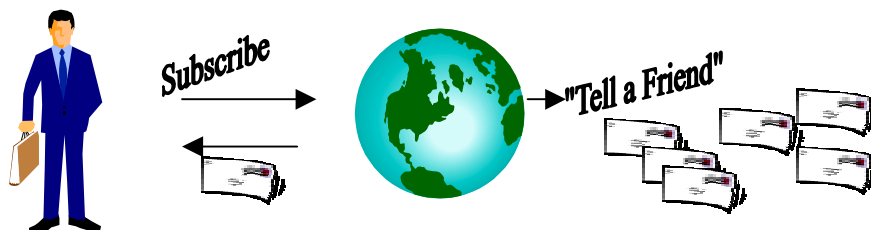
That's is why we encourage you to add a Market or Community Links Engine for each of your major markets. Add our Links Engine to your Resource Centers and you can easily populate and maintain the links that are relevant to your local market and community.

Using multiple links engines, you have a resource for each of you major markets. You can also add a links engine to your Site for any purpose at all.

**WEB-BASED MARKETING TOOLS**

Your Financial Center comes with two powerful, web-based marketing tools that multiply your marketing efforts.

**MULTIPLY YOUR MARKETING EFFORTS**



❑ **E-Mail Subscription Package (opt-in)**

The E-Mail package announces new content additions and delivers your marketing message directly to the subscribers' e-mail boxes. This frequent, value-added communication drives the recipient back to your Web Site giving you the opportunity to sell more products and services. It also cements existing relationships and positions you to win future business.

*Marketing Tip: Have your sales force sign up customers and prospects to receive the value-added content your Financial Center.*

❑ **"Email to a Friend"**

"Email to a Friend" encourages your visitors to forward articles to friends, relatives and business associates. Our "Email to a Friend" feature is unique in that it allows the sender to send the article or link to up to 5 individuals at the same time. It also brings those receiving the Email to a personalized splash page on your Financial Center.

This powerful marketing tool brings a viral marketing component to your Web Site, promoting your products and services far beyond your existing customer base.

*Marketing Tip*    *Have your sales force create their own electronic marketing campaign by using the "Tell a Friend" feature to send articles to their customers and prospects.*

*Marketing Tip:*    *Encourage your referral sources to use the "Tell a Friend" feature to send the informative Financial Center articles to their clients. It puts a powerful marketing tool at their disposal and makes them look good in front of their client while promoting your Web Site.*

## **YOUR INVESTMENT**

Your investment depends upon the Content Categories you select, your design needs and the size of your market.

Please call us at 1-800-285-7990 for a discussion of your unique needs.

**Thank you for the opportunity to earn your business.**

## FREQUENTLY ASKED QUESTIONS

### *Who writes your articles?*

Our in-house staff or contributing editors, each expert in their field writes our articles.

### *What do you mean by private-labeled.*

We design your Financial Center to precisely match your Web Site. All you need to do is supply us with your Site's template and we'll do the rest.

### *How does the E-Mail Subscription Package work?*

The E-Mail Subscription is one of the most powerful features of your Financial Center. Your visitors subscribe to receive notification whenever new articles appear on your Site, typically twice each month. The Email delivers your marketing message directly to your customer's inbox, bringing them back to your Web site and providing the opportunity for you to sell more products and services.

### *What resources do we need to implement our Financial Center?*

Implementation is a breeze. All you need to do is create a prominent spot on your Web Site and link it to the Financial Center site that we create for you. There is no hardware or software to buy

### *Does the Financial Center reside on our server?*

No, you just create a link from your existing site to the your Financial Center that is hosted on our servers.

### *We have articles that are already on our site. What happens to them?*

They can stay where they are. Alternatively, if you prefer, you can add them to your Financial Center Library. These articles will appear only on your site.

### *Are you planning any additional features to the Business Resource Center?*

Yes, our plan is to continue to add new features, based upon input we receive from our clients.

Please visit the FAQ section of the Webcontent.biz Web Site for additional information, or call us at **1-800-285-7990**.