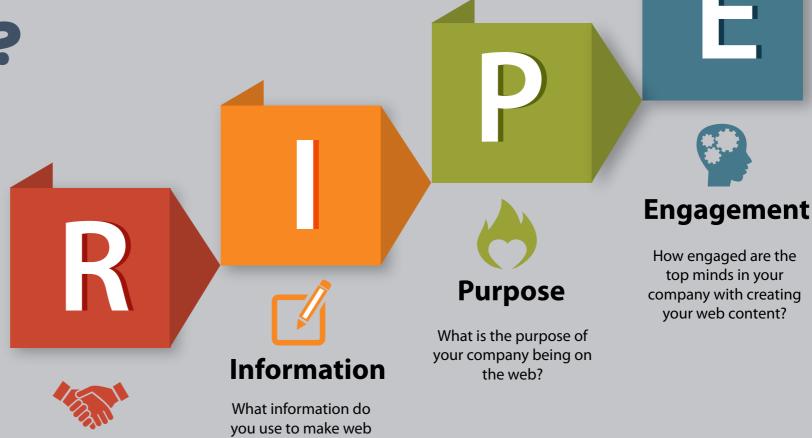
Is Your Business RIPE For Growth?

**Evolving your business** up the 5 levels with how your company uses the internet.



decisions?

## Relationship

What is the nature of your relationship with your internet marketing specialist?

Let's look at each letter of RIPE in detail as it evolves up to the 5th level.













1<sub>st</sub> Level At least we have a website.

2<sup>nd</sup> Level We have a decent website. That's good enough.

3<sup>rd</sup> Level The Internet is important and we are doing enough.

4<sup>th</sup> Level It is worth investing in a standout web presence.

The Internet is an extension of our customer-centric, high-service approach.



What is the nature of your relationship with your web firm?









COMPANY





What information do you use to make web decisions and how do you use it?













**What Does** it Affect?







PERFORMANCE

Is There a Better Method?





How Else Can We Think About This?













What is the purpose of your company being on the web?









Serving marketplace and customers with web media as purpose, with higher sales and leads emergent.



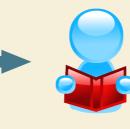


How engaged are the top minds in your company with creating your web content?



**ENGAGEMENT** 





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Level of Understanding Relevance to Customer of What is Measured **Customer Media Demand**