



Emissary Computer Solutions
Getting **IT** Together



Getting Connected Through Showcase Central

showcase:
central



The Challenge

In an affordable way.....

- To inform existing markets about new products and services
- To promote and generate interest in products and services
- To reach new markets



The Obstacles

Might be...

- Corporate websites often do not provide enough presence for online marketing
- Search engine results depend upon many factors in addition to what can be provided by a corporate website
- Search engine optimization for corporate websites is costly
- Traditional print marketing is costly and not environmentally friendly



The Solution

Must.....

- Extend beyond current clients and customers
- Provide real-time updates of products & services
- Be easy to implement and maintain
- Form a community for directed advertising & discussion
- Be cost effective



Showcase Central

Provides...

- An online venue for the real-time promotion of products and services
- A business and social networking platform to encourage direct feedback from viewers
- A community based upon interest in advertised products and services



The Benefits

Are...

- Dynamic marketing
- A strong web based promotion platform
- A way to increase your client base through exposure
- Customer feedback and discussion in a public forum
- Improved revenue



Facts and Comparisons

A showcase is...

- More useful than a banner ad
- Less costly than a sponsored link
- An inexpensive approach to Search Engine Optimization
- A corporate application of the social networking website paradigm
- A way to present products and services in different categories to different audiences