

The Key to Sales Success is Providing Relevant Marketing Information to Customers When They are Looking to Buy

Helpful Links

- [88% of consumers conduct searches before buying](#)
- [FDB search optimization technology demo link](#)
- [65.3% of B2B buyers start decisions with searches](#)
- [Executive networking community overview](#)
- [Organic search results are clicked 8.5 times more than paid results](#)
- [SaaS Program Overview & Information Downloads](#)
- [Internet Marketing System Technology Overview](#)
- [Web 2.0 Best Practice Event Information](#)

However, Your Sales Message Won't Get Through Unless The Customer Wants it.

According to a PEW Foundation study, 81% of business buyers and consumers in the U.S. rely on search engines to find sales information when they are ready to buy.

FDB Media offers a suite of Search Engine Optimization technologies (FindDemoBuy™) that can deliver our clients' marketing information as top organic results on Google and other popular search engines, 24/7 on-demand.

FindDemoBuy™ was designed as a cost effective alternative or enhancement technology to Pay-Per-Click (PPC) and Search Engine Optimization (SEO) services. Our proprietary technology helps place and maintain our clients' content on the top organic search results of Google, Yahoo!, Bing, AOL and Ask. Unlike PPC and SEO, our FindDemoBuy™ technology enables continuous search optimization updates and content improvements based on real-time-analytics; which in turn, can bring in sales leads that are more qualified.

Delivering Sales Information 24/7 On-Demand



FindDemoBuy™ is **NOT** the same as **SEO** or **PPC**

Search results are accessible via popular search engines and on FDB published sites

Available as a SaaS (Software-As-A-Service) application, FindDemoBuy™ is a hosted technology solution embedded on [FDB Network.com](#). Like most SEO companies, we offer SEO services for our client's Websites; but more importantly, we specialize in promoting top result rankings for marketing communication content using FDB Network as our primary SEO managed-service portal.

Besides hosting the FindDemoBuy™ suite, FDB Network is also an invitation-only, executive community for business, home, medical, healthcare, and green innovations. The community's mission is to combine the powerful effects of SEO and influencer marketing to accelerate the time to revenue of innovations.

FDB Media provides managed-service technology subscriptions for FindDemoBuy™ on a per-SEO campaign basis. Each subscription is bundled with quarterly maintenance services, along with the added benefits of a full page ad featured on FDB Network.

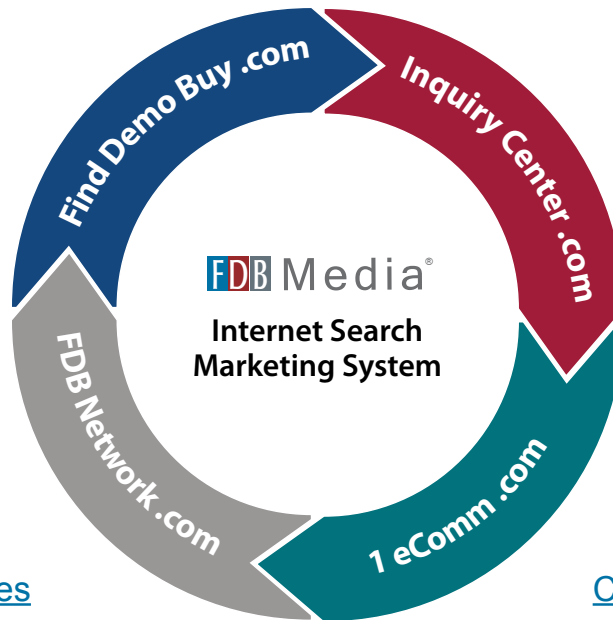
The FindDemoBuy™ suite is part of an Internet Search Marketing System that automates the end-to-end process of lead generation, inquiry response, customer communication, and relationship management.

Lead Generation Solutions

- Search Engine Optimization
- Marketing Message Testing
- Customer Behavior Mining
- Online Brand/PR Promotions

Inquiry Response Management

- Sales Inquiry Processing
- Contact Database Mgt.
- Campaign Literature Mgt.
- “Smart FAQ” Response Mgt.



Online Marketing Communities

- B2B/B2C Social Networking
- Blogs & Customer Forums
- Editorials & User Reviews
- Search-Optimized Ad Pages

CRM Customer Communications

- Multimedia Collateral Toolbox
- Marketing Content Warehouse
- Channel Communication Portal
- Opted-in eMail Campaign Mgt.

OPTIONAL INTERNET MARKETING SERVICES

- **Web-based Market Research** - FDB provides behavioral data-mining & research analysis for new product campaigns.
- **Inquiry Response & eLiterature Management** – powered by our InquiryCenter.com technology, FDB can provide lead processing, electronic inquiry response fulfillment, and collateral management related to the SEO campaign.
- **Internet Marketing Services** - FDB offers consultation and development services for creating search engine optimized Websites and marketing media on a per hour, per project and retainer basis.

[Online Demo Scheduler](#)

[Click to Inquiry Form](#)