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ADVANCED
EQUIPMENT
COMPANY INC

memo

To:	Dave Berndston	From:	Michael J Cooper
Fax:	703-425-7181	Pages:	2
Phone:	703-425-7576	Date:	09-12-10
Re:	Internet Marketing Initiative	CC:	FILE

Urgent For Review Please Comment Please Reply Please Recycle

Dave,

I wanted to inform you of our success from your internet marketing initiatives over the last three years. We have been presented with regional opportunities that have turned into significant revenue for our company. We are extremely pleased with our results and wanted to convey our thanks to you for partnering with our organization to maximize our growth. We have consistently gained new business from the search engine optimization and pay-per-click advertising. The key-words that Net-Power Marketing specifically engineered have allowing precise target marketing.

Advanced Equipment Company is an organization that utilizes outside sales personnel to generate revenue. Typically, we have used the "feet on the street" mentality where salespeople develop relationships through aggressive cold-calling and marketing. This approach yields results, but, only when the

sales professional is able to interact with the client at the exact right time. It takes time to develop an account before to receiving an order. However, our internet marketing initiative essentially bypasses all the gate-keepers and puts our sales professionals in direct contact with clients that have an immediate need! This translates into revenue quicker than the more traditional approach. The advertising dollars that we invest on our internet marketing campaign yield dividends of 3 to 4 times the amount of the expense allocated in a single year. We are committed to growing our company through internet marketing and are grateful to have Net-Power Marketing as one of our trusted partners.

Best Regards,

Michael J Cooper

Vice President

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