

1. Digital Marketing Services

a. Digital Marketing Services | Development, Deployment, Tracking for all Campaigns & Initiatives

i. Inbound Marketing

1. eNewsletters
2. Search Engine Optimization/Search Engine Marketing
3. Social Media
 - a. Creation
 - b. Integration
 - c. Management

ii. Outbound Marketing

1. Text Message Marketing
2. Fax Broadcast Marketing
3. Email Marketing
 - a. Database Management
 - b. Tracking and Analytics
 - c. Campaign Performance

2. Creative Development: Web or Print

i. Design for Web

1. Branded Email Campaigns
2. Web Forms & PDF Smart Documents
3. Custom Website Development
4. Existing Website Redevelopment
5. Website Support and Management
6. Video Streaming Integration
7. Audio Streaming Integration
8. Multimedia Presentations
9. Video Production
10. Logo/Identity/Branding

ii. Design for Print

1. Business Cards
2. Letterhead & Envelopes
3. Signage
4. Folders
5. Newsletters
6. Books and Manuals
7. Brochures
8. Posters
9. Indoor/Outdoor Broadcast Advertising
10. Postcards
11. CD/DVD Inserts & CD/DVD Printing
13. Magazine

3. Custom Website & Software Engineering

- a. Custom Software Engineering
 - i. Centralized and Automated Platforms
- b. Custom Website Development
 - i. Multilingual Sites
 - ii. Website Maintenance
 - iii. ICON's WebNet Sites™
 - iv. ICON's LeadGen WebNet Sites™
- c. Website Domains
 - i. Transfers
 - ii. Registration
 - iii. Hosting
 - iv. SSL Certificates- Secure Socket Layer
- d. Custom Branded ICON Uploader
- e. Content Management Systems | Creation, Maintenance & Expansion
- f. Paperless Office Conversion
- g. e-Commerce
 - i. Merchant Account Establishment
 - ii. PayPal Enabled
 - iii. Shopping Cart Creation