

Make your Website work just as hard as you do.

Websites are a lot like employees. Some work hard and are easy to manage. Others seem to be more trouble than they're worth.

If your Website isn't working as hard as it should to help your business thrive, you need *elements Content Management Software (CMS)*. This suite of easy-to-use, web-based software tools will give you control over every aspect of your e-business -- from updating product information on your Website to checking your inventory. Best of all, you can do it all from any computer with an Internet connection, anywhere in the world, anytime day or night.

Whether your company conducts most of its sales over the Web, or you use your Website primarily to attract customers... whether you need a new Website built from scratch, or you simply want to improve your existing one ... *elements CMS* can be custom tailored to meet your objectives. It comes with a host of standard features and the option to seamlessly integrate powerful add-on modules.

We build it, you control it. It's easy!

Excel in Marketing's web-development expertise, teamed up with *elements CMS*, provides you with a flexible, affordable, all-in-one Website package. You won't have to pay a designer or programmer every time you want to change something, because it's so easy to do it yourself. If you know how to use a word processor, you already know how to use *elements CMS*.

Your personal team of marketing experts.

Excel in Marketing (EIM) provides integrated marketing services to small and mid-sized businesses of all types. Unlike ad agencies, which have high fixed costs they pass on to you, or solo consultants, who have limited breadth of experience, EIM assembles a team of experts specifically for your project, to give you precisely the resources you need at an affordable cost. All of EIM's team members have worked for Fortune 500 companies, enabling you to benefit from enterprise-level tools and processes that otherwise might not be accessible to you.



Take advantage of our 30-day Guarantee: We'll have your attractively designed, highly functional, easy-to-manage Website up and running within 30 days. Call or email us for details.

Depending on your needs, we can design (or re-design) your site, then enhance it with as many of these *elements CMS* features as you want:

- **Content Manager.** The intuitive, icon-based interface makes it easy to update page copy... upload images, videos and sound files... even add or remove pages or entire directories.
- **E-Marketing Manager.** Compose and send email campaigns to tens or thousands. Manage your customer and prospect lists. And do it all whenever you want, right from your PC.
- **E-Commerce Manager.** Control virtually every aspect of your e-business. Track orders and inventory, update your catalog, even monitor sales data.
- **Features Manager.** Instantly add advanced features such as pull-down navigation, Search, Site Map, Email/Print Page, and Calendar. Why pay a Web designer when you can do it yourself?

Request your free online demo.

We invite you to schedule a private demonstration, right over the Web, of *elements CMS* in action. You'll see for yourself how it can give you the hard-working, easy-to-manage Website you've always wanted. Please call or drop us an email today.