

# Pleased to meet you...

Are you are reading this because someone thought you should meet the internet marketing team over at The Hayes Group? Or maybe we had "someone" strategically place it on your desk for us?

Whatever the reason, it has found you at the right place at the right time. And here's the cool thing, that's what we do – we help people find you, your products, and your services at the right time and place – online.

And we're pretty darn good at it.

# Why you're here...

Odds are you want a trusted and accomplished Internet marketing partner to start or accelerate one or more of the following:

- Increase sales and/or sales leads
- Increase ecommerce sales
- Push sales leads to distributors
- Drive retail foot traffic
- Generate branding and awareness
- Determine which of your marketing is working and which is not
- Establish a solid internet marketing strategy

Whatever the why of it, we can help. The team members at The Hayes Group have been growing businesses online for 17 years or since 1999 - the same year Google was founded. And whatever your objective, our focus is to help you increase your revenue and most importantly- to prove it. The bottom line - our team of internet marketing experts is passionate about helping your business excel online.

# xY Promise

Marketing's SEMi-Crystal Ball.  
Know in advance if marketing online makes sense for your business.

Tired of meeting with your CFO and trying to justify the ROI of your marketing budget? Maybe you own the company and don't know what marketing channel(s) are driving revenue and which aren't. Fortunately we have a pretty neat solution.

With THG's xY Promise, you will know in advance - what impact online marketing is likely to have on your top and bottom line respectively. We call it our xY Promise, because when you pay us "x", you have a very accurate gauge of what "Y"ou are going to get in return.

# Ready to take the next step?

Want to know more about our xY promise and how we can help your business grow – online? Call us at 317-520-1065 or email us at [info@thehayesgroup.net](mailto:info@thehayesgroup.net) to speak to a friendly and highly knowledgeable THG team member. Visit us online at [www.thehayesgroup.net](http://www.thehayesgroup.net)

Marketing Consulting  
 Internet Blueprint®  
 Strategy Development  
 Feasibility Studies  
 Competitor Research  
 Online SWOT Analysis  
 Website Migration

Web Design & Development  
 Website Design/Development  
 Website Redesign/Development  
 Landing Pages/Microsites  
 Mashup Design/Development  
 Mobile Applications

Internet Marketing  
 Search Engine Optimization  
 Pay-Per-Click  
 Online Display Advertising  
 Online Partnerships  
 Social Media  
 Mobile/App Display Ads



## Industries Served

- Business-to-Consumer
- Business-to-Business
- Legal Professionals
- Optical
- Pharmaceutical
- Internet Retail
- Recreation
- Software
- Talent Management
- Logistics and Transportation
- Professional Services
- Medical Device
- Healthcare
- Engineering
- Book Publishing
- Education
- Fund Raising
- Mobile Advertising
- Manufacturing/Industrial
- Biomedical
- Retail
- HVAC
- Mortgage
- Apparel
- Not for Profits



Web Analytics and Testing  
 Website Analytics Setup  
 Management and Reporting  
 eCommerce Analytics  
 Standard & Custom Reporting  
 Google Analytics, Coremetrics,  
 Omniture, WebTrends  
 A/B & Multivariate Testing