

ONLINE BUSINESSES, NOT WEBSITES



Web Sites are Dead



Avoid the same fate.
Think Online Businesses, Not Websites.



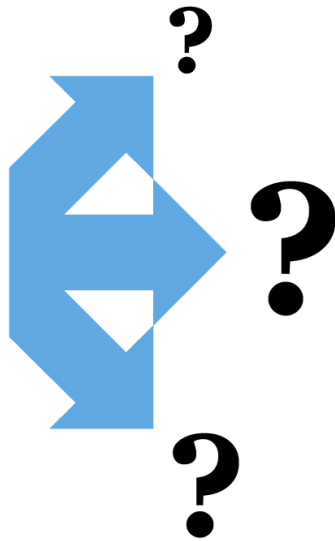
WHY DO I NEED AN ONLINE BUSINESS?



- An Online Business gives you so much more ...



EVEN ONLINE BUSINESSES FAIL



A lack of strategy driving the
business



Disparate business tools



OUR ONLINE BUSINESS SOLUTION



- Is an integrated approach to online business
- Incorporates all the tools vital for success



BE IN CONTROL

The image shows a screenshot of a website editor interface. The top part of the page features a dark background with the text "Best. Coffee. Ever." in a large, white, serif font. Below this, there is a paragraph of text describing the coffee experience. The editor interface includes a "SiteWalk Manager" window with a title bar and a toolbar with icons for undo, redo, and other editing functions. The main content area shows a "Coffee of the Month" section with the heading "Caramel Cappuccino" and a paragraph of text. A "Read more" button is visible at the bottom of the text block. The text editor on the right shows the same text being edited, with a "B I U" toolbar and a "This is my change." text.

Best. Coffee. Ever.

At Capitano Coffee, we believe the coffee is more than a drink. It's an experience to savour, a moment to treasure. The aroma of freshly roasted beans wafting through the air. The caramel hue of the crema crowning your espresso. The first creamy mouthful of that perfect latte - with just a hint of bitterness. Everyday we're striving to make the best coffee ever, because we love coffee as much as you do. Next time you're around, stop by and discover the Capitano difference.

Coffee of the Month

Caramel Cappuccino

If you haven't tried the taste of caramel and cappuccino together yet, you don't know what you're missing. This Caramel Cappuccino blends together so quickly, you'll want to make this creamy drink as often as possible.

This is my change.

[Read more](#)

SiteWalk Manager

B I U

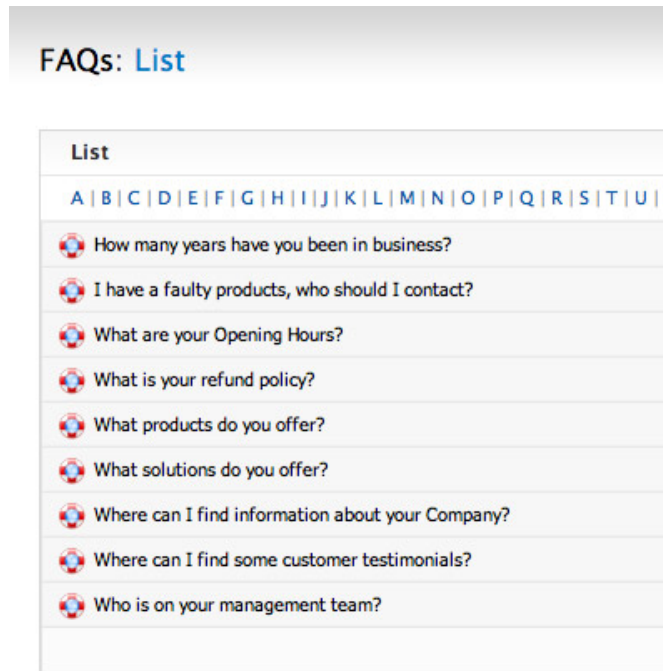
If you haven't tried the taste
Caramel Cappuccino blends

This is my change.

Stay in control of your online business,
you can keep your website looking fresh, yourself!



AUTOMATE YOUR CUSTOMER SERVICE



Frequently Asked Questions allow you to answer customer questions before they are asked. Save you and your customer time!



BROADCAST YOUR MESSAGE

Campaign Details		
Campaign Name	Delivery Date	
<input type="text" value="January Newsletter"/>	<input type="text" value="15-Jan-2008"/>	
Email From Name	Email From Address	Email Subject
<input type="text" value="Jack Bloggs"/>	<input style="color: red;" type="text" value="jbloggs@company.com"/>	<input type="text" value="January News"/>

Keep your customers in the loop, advertise promotions and share knowledge.

Use email marketing to easily and effectively stay top of mind for your customers.



TARGETED EMAIL MARKETING

aliquip ex ea commodo
consectetur elit.
nisi id est laborum.

ut labore et dolore
aliquip ex ea commodo
consectetur elit.
nisi id est laborum.

ut labore et dolore
aliquip ex ea commodo
consectetur elit.
nisi id est laborum.

ut labore et dolore
aliquip ex ea commodo
consectetur elit.
nisi id est laborum.

NEWSLETTER SIGN-UP

Full Name

Email Address

Subscribe

List Subscribers

This is the list of customers currently subscribed to this List. You can easily add or remove subscribers. You can view any customer's record and centrally manage their subscriptions to this list.

FullName	Email Address	Opt
Adam Broadway	abroadway@businesscatalyst.com	True
Amanda Man	aman@mail.com	False
Bobby Chen	bobby@mail.com	False
Brett Welch	brett@goodbarry.com	False
Brett Welch	bwelch@goodbarry.com	False
Carlinya Borkov	carlinya@mail.com	False
Colin Frost	cfrost@businesscatalyst.com	True
Eric Nakagawa	eric@mail.com	False
James Mathison	mathison@nova.com.au	False
John Citizen	John@mail.com	False
Sun Park	sun@mail.com	False

Export Report

Segment your customers into targeted lists, making for more effective marketing via email!



BUILD LOYALTY WITH 1-1 RELATIONSHIPS

Campaigns: [New Campaign](#)

Campaign Type

- Send a one-off email broadcast to recipients you choose
- Create a customer loyalty program for recipients you choose

Loyalty Program Type

- Birthday
- Email Series (Campaign Join)
- Anniversary 1 e.g. next car service
- Anniversary 2 e.g. next dentist appointment
- Anniversary 3 e.g. next haircut invitation
- Anniversary 4 e.g. next restaurant invitation
- Anniversary 5 e.g. next holiday purchase invitation


[Next](#)

Campaigns: [January Newsletter \(Draft\)](#)

Add Content (Use 'Tag Insert' on the editor's toolbar to personalize this)

ABC [Rich Text Editor Icons] Normal

Tag Insert



Issue Number

NEWSLETTER NAME

Dear {tag_recipientfirstname},

Justo elit laoreet purus, non commodo mauris pede vel nulla. Aenean molestie turc
Fusce nec erat. Suspendisse vitae nibh. Praesent sagittis, risus sed semper hendr
Aliquam erat volutpat. Nulla pretium, nisi quis ornare facilisis, sem est ultricies ma
dolor.

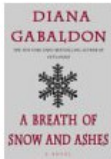

Nullam cursus, ante sit amet hendrerit dapibus, pede est malesuada eros, vitae as
facilisis. Praesent nunc lectus. Aliquet nec sollicitudin vel tempus et. diam. Nam

Send your customers special offers, congratulatory notes
or reminders on the dates special to them. No stress, just
set and forget!



SELL ONLINE












You are here: [Books](#) : [Fiction](#)

<p>A Breath of Snow and Ashes</p>  <p>DIANA GABALDON A BREATH OF SNOW AND ASHES</p>	<p>Eldest (Inheritance, Book 2)</p>  <p>ELDEST</p>
<p>Price: \$12.45</p> <p>In stock: 467</p> <p>Qty: <input type="text" value="1"/> Add to Cart</p>	<p>Price: \$11.99</p> <p>In stock: 389</p> <p>Qty: <input type="text" value="1"/> Add to Cart</p>

Products: [List](#)

List

[A](#) | [B](#) | [C](#) | [D](#) | [E](#) | [F](#) | [G](#) | [H](#) | [I](#) | [J](#) | [K](#) | [L](#) | [M](#) | [N](#) | [O](#) | [P](#) | [Q](#) | [R](#) | [S](#) | [T](#) | [U](#) | [V](#) | [W](#)

-  [A Breath of Snow and Ashes](#)
-  [Eldest \(Inheritance, Book 2\)](#)
-  [How to Program in C](#)
-  [Java in a Nutshell](#)
-  [Kiss and Tango](#)
-  [Lunar Park](#)
-  [Macromedia Flash MX](#)
-  [My Life](#)
-  [Principles of Marketing](#)
-  [Rootkits](#)
-  [The FairTax Book](#)

Selling products online isn't hard or expensive,
set up your products for sale online and tap into the
power of online selling.



SELL ANYTHING!

Products: [New Product](#)

Product Details

Product Name	Weighting	Release Date
<input type="text"/>	<input type="text"/>	14-Jan-2008
Small Image	Large Image	Expiry Date
<input type="text"/>	<input type="text"/>	1-Jan-9999

Electronic Product

This is an E-Product

Product Description

ABC

B *I* U

Normal

You can sell anything - physical products, Mp3 files, eBooks, anything!
With complete stock and inventory management, and automated shipping
options based on weight and volume.



A LOYALTY BUILDING EXPERIENCE

Catalogue Discount Subscriptions

Coffee
 %

Coffee Machinery
 %

Café Accessories
 %

Give you customers more reason to come back with discounts
on their favorite catalogues!



MORE EFFECTIVE MARKETING

Summary: [Rockwell Eddie \(CRM ID: 1104002\)](#)

Customer Summary

Customer: MR Rockwell Eddie


Relationships: This conta

Work Phone: 2123555555 (Default)


Email 1 (Primary): eddierockwell1969@mail.com

Work Address: 301 Park Ave
New York 10022 New York
US (Default)

Tasks & Related Tasks

 There are no tasks associated to this customer.

Notes & Related Notes

 There are no notes associated to this customer.

You've got a centralized, 360° view of your customers' behaviour,
enabling more effective marketing.



EFFECTIVE LEAD CAPTURE

Contact Us

To contact us please fill in this enquiry form and one of our team members will be in touch shortly!

• Required

Title

MR

First Name

Last Name

Email

Home Phone Number

Cell Phone Number

Comments/Enquiries

At every contact point, automatically capture your customers' details.

Get notified by SMS or Email and respond instantly.



NURTURE YOUR FANS

Forums: [Coffee Lovers](#)

Forum Topics

Coffee tasters needed	Topic
Evolution of coffee	<input type="text"/>
Small coffee resellers	Approved
Some coffees are susceptible to going off	<input type="checkbox"/>
Welcome coffee brewers!	
Which coffees suit the coffee press best?	

Post Date	Alias	Post Text	Approved
No posts available. Please select a topic.			

Build powerful and revenue generating communities of your customers with Forums and Blogs.



THE POWER OF ONE

Why do you need these tools integrated into one, powerful platform?



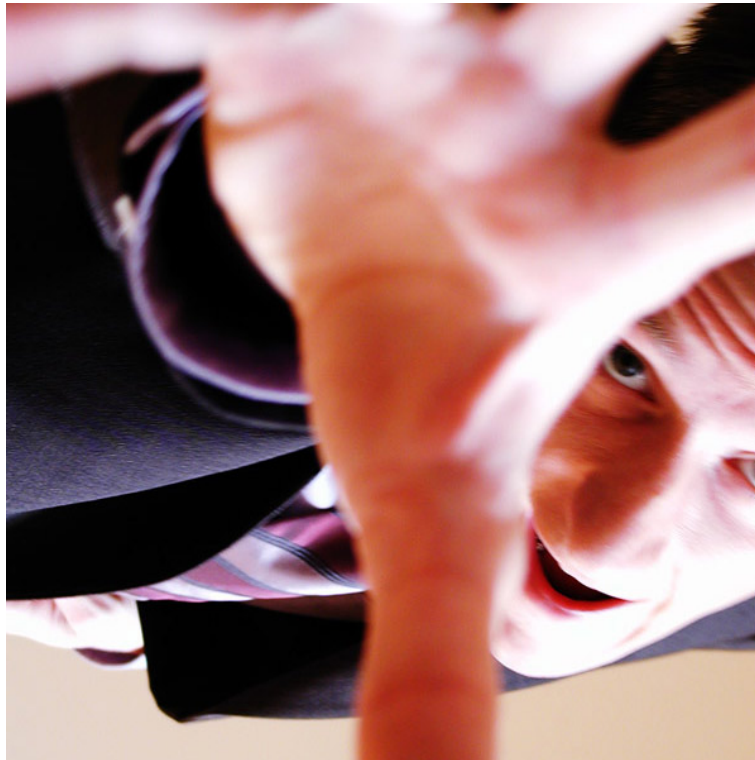
DRIVE REAL RESULTS



You need to continually try, measure, and improve to drive real results.



ONLINE BUSINESSES, NOT WEBSITES!



It's your online
business, and **you**
are in control.
Start creating lasting
success, today!



The End

