IMN Net Connect™: Innovative E-Communication Solutions for Network Marketing Organizations

Light Up the Network™

Everyday network marketing companies join together with their distributors to create opportunities and fulfill dreams. Success is based on a shared passion and strong personal relationships. Today, as networks grow to include tens or even hundreds of thousands of distributors, the goal is to increase recruitment, retention, and sales. The challenge lies in delivering product information and success stories while ensuring that your branding and messaging are protected.

Accelerate Sales

Net Connect is an innovative e-communication solution developed specifically for Network Marketing organizations to take on these challenges. Net Connect increases network productivity with capabilities not found in any other e-communication service. Net Connect monthly e-newsletters bring together the power of social networking, mobile access, and video.

Net Connect's social media sharing technology drives the viral spread of articles and promotions through social media with the click of a button. Distributors and subscribers can easily share e-newsletter content and quickly see the results of social sharing.

Mobile access puts e-newsletters right in the hands of your network. Mobile features give distributors fast access to their Warm Call™ reports, access to update their personal messages, and easy management of their subscriber network on the go.

Retention and Recruitment

Regular communication and interaction is the only way to improve retention and increase the number of active distributors. Net Connect enables network marketing organizations to send out regularly scheduled e-newsletters to customers and prospects on behalf of their distributors. With Net Connect's unique personalization features, each e-newsletter appears as if the recipient's personal distributor sent it.

ABOUT IMN

Founded in 1999, IMN is a Software as a Service (SaaS) provider, specializing in content-driven e-communications services. IMN helps network marketing organizations support their distributors with multimedia-capable email and e-newsletters designed to improve retention and lifetime customer value for the network marketing company, as well as for the network marketing company, as well as sales and recruits for distributors. IMN serves customers worldwide and has been embraced by innovative direct selling companies such as Private Quarter, Thirty-One, Saladmaster, innovative network marketing companies such as Genewize, Medifast Take Shape for Life and Univera. It also serves industry affiliations such as Direct Selling (DSA) and Direct Selling Women's Alliance (DSWA). Additional information can be found at **www.imnnetconnect.com**, or by calling **1-866-964-6397 ex. 7237**.

Measurable Performance

Net Connect is backed by a full suite of tracking and analytics, which gives network marketing organizations complete insight into which e-newsletter articles, promotions, and products are most popular. Net Connect analytics enable you to conduct comparative analysis both over time and across offers.

Warm Call™ reports make it easy to target your hottest leads. Warm Call reports list the prospects that responded to articles and promotions. Warm Call reports also include scripts and notes to make it easy for distributors to turn every call into a sale or a new recruit.

Protect the Brand

Net Connect gives network marketing organizations total control over their branding and messaging. By sending out personalized e-newsletters on behalf of your distributors, you ensure that all of your contacts receive standardized information, you are in compliance with CAN-SPAM and other regulations, and your brand is delivered consistently each and every time. Net Connect eliminates the need for distributors to create their own content and allows them to focus their time on building their business – and your results.

Bottom Line Results

Increased sales, improved recruitment and retention - Net Connect quickly generates a substantial return on your investment by producing results. Network marketing organizations using Net Connect have achieved:

- **1.5 – 2 times greater average total sales**
- **2 – 3 times higher average online sales volume**
- **2 – 3 times more recruits signed on average**

BENEFITS FOR CORPORATE ORGANIZATIONS:

- Control branding and messaging, and ensure regulatory compliance throughout the network
- Increase sales and recruiting opportunities for Distributors with Warm Call Reports
- Build excitement for new products with video
- Easily tap into the social media multiplier effect
- Increase distributor efficiency and sales with mobile tools
- Generate a substantial return on your investment

BENEFITS FOR DISTRIBUTORS:

- Easily identify new sales and recruiting opportunities with Warm Call reports
- Effortlessly keep relationships strong with customers and prospects
- Enable customers to directly connect with distributors, using personalized information
- Build excitement for new products with video
- Easily tap into the social media multiplier effect
- Increase sales and recruiting opportunities

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