

DOES YOUR WEBSITE WORK? WHAT ARE ITS HOURS? WHAT IS IT EARNING? IS IT A TRUSTED EMPLOYEE, OR DO YOU CONSTANTLY HAVE TO KEEP AN EYE ON IT? DO YOU PROVIDE HEALTH COVERAGE FOR IT, OR DAY CARE FOR ITS CHILDREN? IS IT WORKING AS HARD AS YOU DO?

AS YOUR WEBSITE'S BOSS, YOU WANT TO KNOW THAT IT IS DILIGENT, PRODUCTIVE - EVERYTHING YOU WOULD DESIRE IN AN EMPLOYEE. BUT IS IT? DOES YOUR WEBSITE BRING IN NEW BUSINESS? DOES IT LOOK SHARP, AND REPRESENT YOUR COMPANY WELL? DOES IT TREAT YOUR VALUABLE CUSTOMERS WITH RESPECT?

YOU MAY BE IN THE MIDDLE OF A HIRING FREEZE WITH YOUR WEBSITE, UNABLE TO SPEND MORE MONEY TO GROW YOUR BUSINESS. WE UNDERSTAND HOW DIFFICULT IT IS TO SPEND MONEY WHEN YOU ARE UNSURE OF THE RETURN ON YOUR INVESTMENT. HOWEVER, WE ALSO UNDERSTAND THE POWER OF THE INTERNET AS A TOOL. FOR MARKETING. FOR COMMUNICATION. FOR BUSINESS.

YOUR BUSINESS.



**LET ROI
UNLOCK THAT POWER
FOR YOU TODAY.**

**DOES YOUR
WEBSITE WORK?**



5001 BRENTWOOD STAIR
FT. WORTH, TEXAS 76112
T 817.492.9961
F 1.877.371.4160

WWW.ROIAC.COM

 **ROI**
ADVERTISING AND
COMMUNICATIONS

INTERNET MARKETING

In order for your internet marketing to be a success, depend on proven strategies based on extensive search engine experience instead of guesswork.

GRAPHIC DESIGN

Want to stand out in the marketplace? Let us show you how to drive your message home using color, layout, and imagery.

WEB PROGRAMMING

Whether it's an interface to a business application or a new online presence, solid programming knowledge will help translate your vision into reality.

WEBSITE TROUBLESHOOTING

Got a problem? Not sure how to fix it? We've made mistakes and have learned how to fix them. Better yet, we'll help you avoid them altogether.

FLASH DEVELOPMENT

We use Flash as a powerful tool for communication, not as a distraction from your message. Your voice will be heard.

E-COMMERCE SOLUTIONS

Need a custom shopping cart? Maybe a client tracking system? Harness the power of the Internet to help you make money more effectively and efficiently.

WEBSITE BID CONSULTING

We can show you what to ask for in an RFP and how to decide between competing bids. Solve these problems before they surface!

SEARCH ENGINE OPTIMIZATION

For many people, search engines are the gateway to the internet. Make sure when people look for you, your products or your services, they will find what they are looking for.

WEB APPLICATION DEVELOPMENT

Databases allow the web to do many things. Streamline your communications. Track growth. Measure web traffic. Dream it up, and we'll do it.

INTRANET DEVELOPMENT

We'll build a private corner of the Internet for your employees, distributors, outlets, clients - everyone you need to be connected, and no one you don't.

SECURE DOMAIN HOSTING

Privacy and security issues grow more important each day. Our secure hosting will make your information safe from espionage and attack.

ENCRYPTED COMMUNICATIONS

Like your hosting, your network communications should be secure. Make sure no one is looking over your shoulder or intercepting private information.



PUT YOUR WEBSITE TO WORK.

WHO IS ROI?

ROI Advertising and Communications specializes in evaluating your business and finding ways to make your internet advertising and marketing projects streamlined and profitable. We know the questions to ask in order to find just the right approach for your internet strategy. We'll help you understand what to expect from your website, and what your website expects from you to make it a success.

WEB SERVICES THAT WORK.

Through visibility. Through clarity. They exude imagination and insight. These web services inform your customers of the differences between you and your competitors. They shape the perception of your business philosophy, presence, and services. They clearly show your unique knowledge, experience, and expertise - what only you can provide.

EXPERIENCE IN THE FIELD.

Are you confused by the internet? Are its inner workings a complex mystery to you? We don't want there to be any surprises, so we'll show you how everything works. We've been creating and testing websites since the standard for excellence was an 8 second load time on a 14.4kbps dial-up phone connection. We remember when Microsoft Internet Explorer was the "least used" browser. The internet has come a long way since then, and so have we.

We can save you the time, the money and the headaches of having to learn from your own mistakes, because we've learned from ours. ROI Advertising and Communications is a web services solution provider rich in experience. Our expert team of web services professionals will put the internet to work for you!

WHERE IS THE INTERNET GOING?

Cyberatlas, a division of Jupiter Research, has projected that by 2004, 709 million people will be online (eMarketer). Companies are finding it is more efficient and less expensive to place information on the Internet than to publish it in traditional media channels. Instant Messaging has become the preferred method of communication among adolescents. People of all ages use the Web to shop, socialize, and learn.

From its humble origins, the Internet has grown to fully establish itself in the collective consciousness of the human race as the most powerful tool for communication the world has seen. It is ever-changing and growing, and will shape our world in countless ways in the years to come.