

Q2.Yr.2001 Marketing Summary – Volume 3

The following is an outline of the various marketing activities that took place over the past quarter – April, May and June.

This summary is intended to provide a reference for the various activities throughout the company groups as well as a R.O.I (return on investment) tool to enable us to develop how we use the marketing resources moving forward.

Last quarter we established a good foundation with four separate direct mail campaigns. This quarter we have built upon that with a focus on print advertising and telemarketing.

Moving forward, you can expect to see a marketing program designed to recruit new customers (C2KUSA), target corporate clients (TDE), and drive sales leads while building company awareness (ArrowTOP and OC Global).

Please take a minute to fill out the “Wish List” at the back of this report. Everybody is encouraged to come up with three ideas to increase sales from any of the company business groups. This is a brainstorming forum and no ideas will be criticized or scrutinized. Sales feedback is essential to the success of any marketing initiative.

Andrea Ogunkoya
Director of Marketing

Contents:

TelDataEducation:

Office Manager Duties
Telemarketing
Course outline sheets
Designed and wrote syllabus for website
Journal News Ads – (7)
New York Times Ad
Daily News Ad
PowerPoint Presentations
Proposals
Postcard
Online Results
ROI

ArrowTOP:

Re-wrote website to promote the building blocks concept
Designed and created pricing matrix
Re-wrote website copy for Secure Technologies focus
Wrote copy for brochure (not used)
Compu-mart Ads
Computer manager Ads
Temple Newsletter

Technotel Data Services:

Editorial – PR
IRA – set up and coordination of employee participation

C2KUSA

Thank you postcards
Mugs



Office Manager Duties

As a result of demand at this new location, I undertook Office Manager duties and eventually was given the title of Office Manager at TDE. The following is a list of the Office manager tasks undertaken, the majority of which is ongoing:

- Arranged for vending Machine to come in and out
- Arranged for coffee machine
- Ordered stationary, bakers rack etc
- Arranged for payment of invoices
- Payroll – ensure all employees get their checks & answer all money related questions
- Mail – created mailing labels, picked up stamps, FedEx packages
- Coordinated new employee paperwork and issues like Health Insurance and W4
- Monitored what time employees came in and left
- American Express machine set up and sales
- Handy Man – got one, coordinated his work for us and paid him
- General tasks (got keys cut, replaced a door lock, tidied storage area)

Telemarketing

- Did telemarketing – personally called 237 businesses.
- Every Bank of New York within a 20 mile radius
- Every Home Depot within a 20 mile radius
- 150 miscellaneous Westchester businesses
- Wrote telemarketing script
- Trained Frances Murden
- Created call sheets – to log calls made
- Created telemarketing lists from Go Leads:
 - All businesses (101936) within Westchester, Rockland, Orange, Putnam, Bronx, Cortland, Jefferson, Monroe with from 0 to 1000+ employees.

Other Items:

- Mailer of 100 to Jay Boyle's Goldmine list

Course Outline Sheet

Created 44 course outlines. These are used to mail and fax out to perspective customers.



Microsoft Word 2000 Advanced

Introduction: Microsoft Word 2000 provides powerful tools for creating and sharing professional documents that anyone with a Web browser can view. This course takes you through the most advanced tasks and functions of Microsoft's popular word processing program.

Length: 1 day

Cost: \$249

Microsoft

What?

Continue on with Word 2000. Assign themes and insert graphics to add visual appeal to documents. Use WordArt and text boxes to enhance document layout. Add columns, headers, and footers to enhance page layout. Use tables to sort, calculate, and chart data. Insert revisions and comments in a document to track notations. Record and edit macros to automate repetitive actions. Create menus and toolbars to customize your work environment.

Who?

Students should have experience with Windows, Word 2000 Fundamentals and Word 2000 Intermediate class or equivalent experience.

Why?

Microsoft Word is the most popular word processing software in use today. Anyone wishing to create documents and use the most advanced tools and features available should take this course. Anyone planning on pursuing a MOUS certification is welcome as well.

Details:

Enhancing Publications with Graphics

- Selecting a theme
- Changing the theme
- Inserting files
- Inserting ClipArt and graphic images
- Working with graphic images
- Inserting text as WordArt
- Inserting symbols and special characters
- Adding other artwork
- Creating a text box
- Drawing lines

Building Page Layout

- Inserting section breaks
- Setting up columns
- Using column breaks
- Changing column widths
- Creating headers and footers
- Inserting page numbers and dates
- Controlling header and footer display
- Inserting watermarks
- Sorting lists and tables

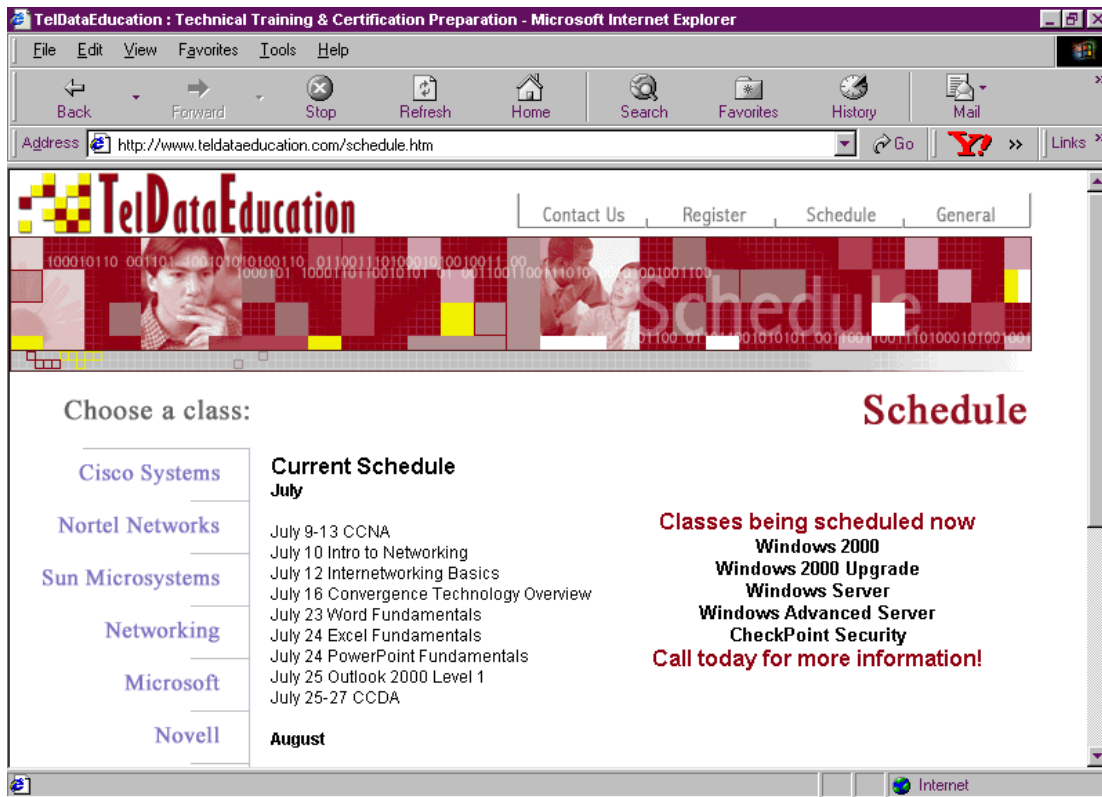
Revising Documents

- Marking revisions in a document
- Reviewing revisions
- Highlighting text
- Inserting and viewing comments in a document
- Protecting a document
- Saving document versions
- Working with file options
- Creating a folder
- Adding to the document summary information

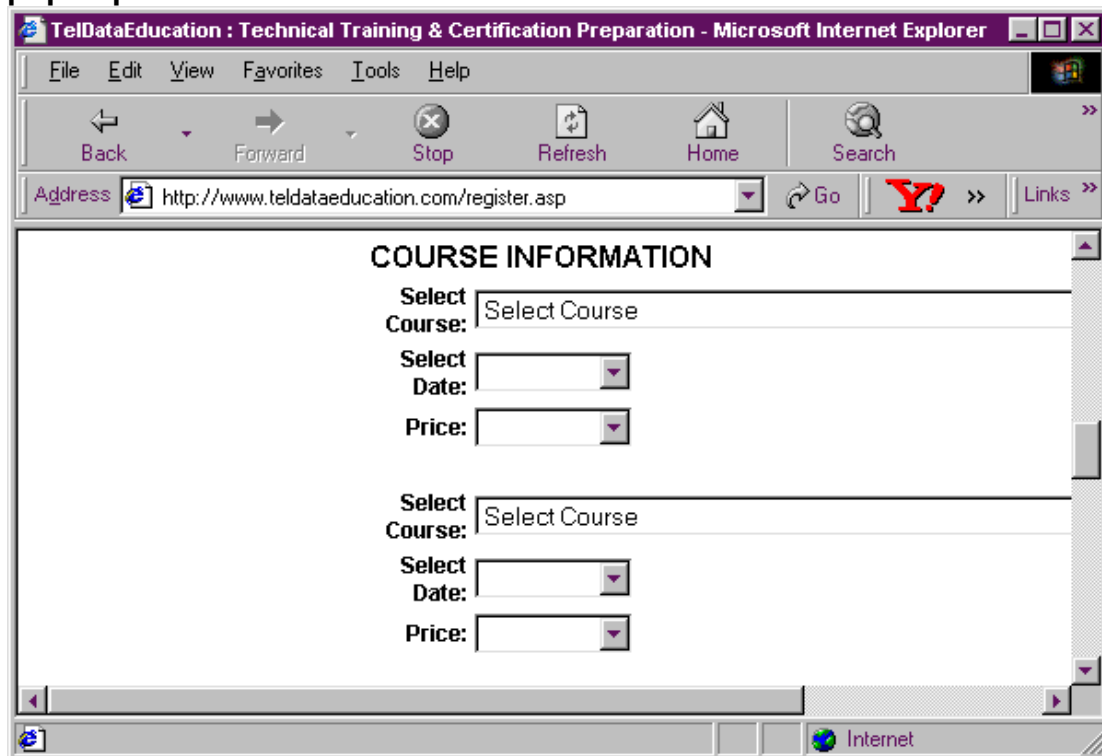
Automating Actions Recording a macro

- Running macros
- Editing macros
- Changing macro code
- Inserting commands
- Assigning macros to keystrokes
- Creating a custom menu
- Assigning commands to a menu
- Deleting a custom menu
- Creating a custom toolbar
- Using and deleting a toolbar

Designed and wrote syllabus for website



Registration screen allows customers to put in course and dates and price pops up.



Journal News Ads

We have advertised in the Journal News on Sunday, Monday and Wednesday (recently adding Saturday) since June 6th 2001. Ad's are changed regularly in an attempt to capture our audience and compete with our competition.

The following are examples of some of the ad's we have run:

LEARN MORE = EARN MORE!

COMPUTER TRAINING CLASSES

Word, Excel, PowerPoint, FrontPage, MCSE, CCNA, Computer/Internet Basics & and more!

SPECIAL: Microsoft Desk Top Courses - 3 for the price of 2

SEPTEMBER

	Monday	Tuesday	Wednesday	Thursday	Friday
03-07	Computer Basics	Word 2000 Beginner MCSE (2151)	Excel 2000 Beginner MCSE (2151)	Instructed Lab Day MCSE (2151)	MCSE (2151)
10-14	PowerPoint 2000 Beginner CCNA	Word 2000 Intermediate CCNA	Excel 2000 Intermediate CCNA	PowerPoint 2000 Intermediate CCNA	Instructed Lab Day CCNA
17-21	QuickBooks Beginner Network	Word 2000 Advanced Network	Excel 2000 Advanced Network	PowerPoint 2000 Advanced Network	Instructed Lab Day Network
24-28	Computer Basics MCSE (2151)	Word 2000 Beginner MCSE (2151)	Excel 2000 Beginner MCSE (2151)	PowerPoint 2000 Beginner	Instructed Lab Day

914-989-4900

www.TelDataEducation.com



Resumé Essentials



COMPUTER TRAINING CLASSES

Word, Excel, PowerPoint, QuickBooks, MCSE, CCNA, Computer & Internet Basics... and more!

914-989-4900

www.TelDataEducation.com



Invest In Your Future

TECHNICAL & COMPUTER TRAINING

Single Moms, Seniors, Computer Network Professionals...
We can help you get your certifications!

From beginner level to advanced courses:
**Word, Excel, PowerPoint, Access, Outlook, MCSE,
Cisco CCNP/CCNA, Dreamweaver, Web Development
and more!**

Register before July 4th for these specials:

Word/Excel/PowerPoint - 3 classes for price of 2

Cisco & Nortel courses - 10% off

MCSE - 20% off

ALL course books are included!
PLUS job placement support!

**SUMMER SPECIAL
LOWEST PRICES AROUND!**

If you are not completely satisfied
you can attend the course again for FREE within six months!

**HURRY! Call ANDREA: 914-989-4900
or visit www.teldataeducation.com**

 **TelData Education**

Ads were also placed in the Daily News and the New York Times. Although the response was fair, it was from people wanting a NYC location.

PowerPoint Presentations & Proposals

As substantial lead opportunities arose PowerPoints presentations were created, emailed and sent out. The following companies received presentations and are still in the pipeline:

Verizon

AITP

Pepsi

Perrier

City of White Plains Youth Bureau

Senior Personnel – we are now the official training referral source for this county agency.

The Home Depot

The Bank of New York

Postcard

As a follow up to telemarketing efforts a postcard was created and sent out to all prospects who had demonstrated substantial interest but who had not committed in the form of payment or an registration form.

Front:



What are you waiting for?

Start investing in **your** future today!

Life is too short.

Live the **best** life you can!

914-989-4900

Back

Don't get left behind.

Invest in your future now!

Don't miss out on the special offer we gave you!

3 Classes for the price of 2!
Lowest prices in Westchester and Rockland!

We recently spoke to you about computer training for courses like:
Microsoft Word, Excel and PowerPoint, Outlook and Access

Did you know that when you become savvy in these applications
& add them to your resume you:

- #1) Increase your chances of getting a job by 65%.
- #2) Become more valuable to your current employer.
- #3) Become capable of commanding a higher salary.

Call Frances TODAY!

914-989-4900

30 Glenn Street, 3rd Flr, White Plains, NY 10603.
www.teldataeducation.com

Results

WebSite

I now have the ability to provide real time data for all websites. Reports can be generated indicating:

How many hits a site got

How many repeat visits

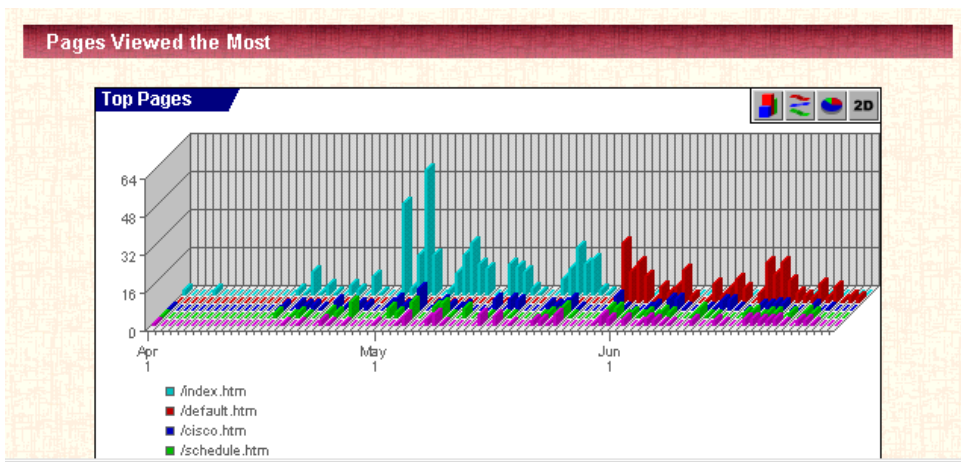
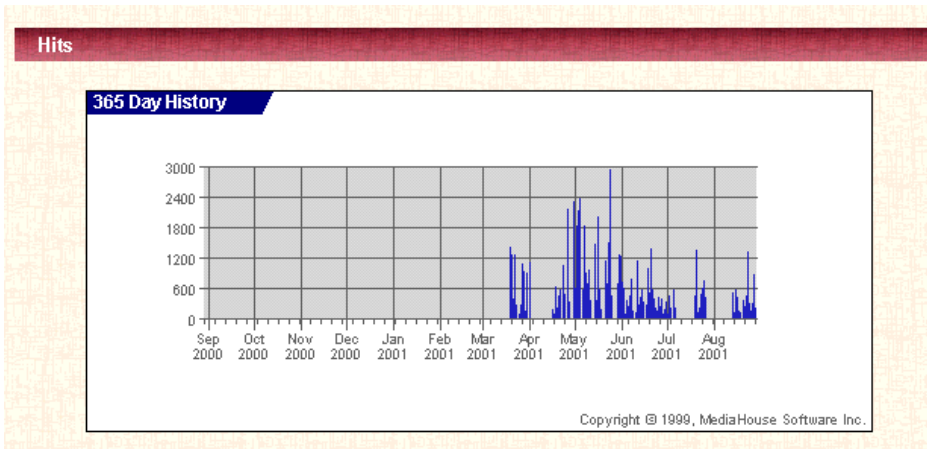
How many pages and which pages and how often pages are viewed.

Here are the online statistics for TDE:

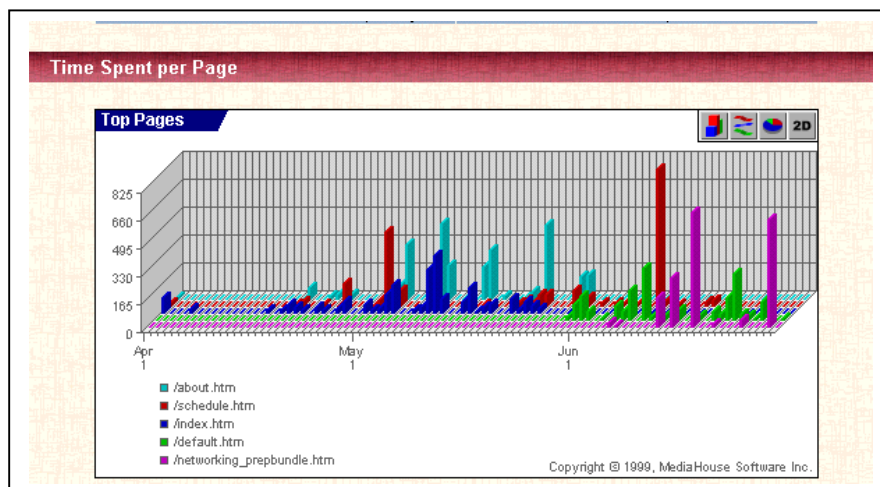
Hits		
Breakdown of Range		
Day of Month	Total	% of Total
Sun Apr 1st, 2001	1055	2.31%
Mon Apr 2nd, 2001	0	0.00%
Tue Apr 3rd, 2001	0	0.00%
Wed Apr 4th, 2001	0	0.00%
Thu Apr 5th, 2001	7	0.02%
Fri Apr 6th, 2001	0	0.00%
Sat Apr 7th, 2001	0	0.00%
Sun Apr 8th, 2001	0	0.00%
Mon Apr 9th, 2001	0	0.00%
Tue Apr 10th, 2001	0	0.00%
Wed Apr 11st, 2001	0	0.00%
Thu Apr 12nd, 2001	0	0.00%
Fri Apr 13rd, 2001	0	0.00%
Sat Apr 14th, 2001	0	0.00%
Sun Apr 15th, 2001	0	0.00%
Mon Apr 16th, 2001	137	0.30%
Tue Apr 17th, 2001	37	0.08%
Wed Apr 18th, 2001	577	1.26%
Thu Apr 19th, 2001	151	0.33%
Fri Apr 20th, 2001	391	0.86%
Sat Apr 21st, 2001	527	1.15%
Sun Apr 22nd, 2001	0	0.00%
Mon Apr 23rd, 2001	1000	2.19%
Tue Apr 24th, 2001	434	0.95%
Wed Apr 25th, 2001	0	0.00%
Thu Apr 26th, 2001	2105	4.61%
Fri Apr 27th, 2001	291	0.64%
Sat Apr 28th, 2001	0	0.00%
Sun Apr 29th, 2001	0	0.00%
Mon Apr 30th, 2001	2273	4.98%
Tue May 1st, 2001	548	1.20%
Wed May 2nd, 2001	1797	3.94%

Thu May 3rd, 2001	2073	4.54%
Fri May 4th, 2001	2328	5.10%
Sat May 5th, 2001	0	0.00%
Sun May 6th, 2001	521	1.14%
Mon May 7th, 2001	1779	3.90%
Tue May 8th, 2001	861	1.89%
Wed May 9th, 2001	637	1.40%
Thu May 10th, 2001	923	2.02%
Fri May 11st, 2001	325	0.71%
Sat May 12nd, 2001	0	0.00%
Sun May 13rd, 2001	0	0.00%
Mon May 14th, 2001	1412	3.09%
Tue May 15th, 2001	318	0.70%
Wed May 16th, 2001	1956	4.28%
Thu May 17th, 2001	527	1.15%
Fri May 18th, 2001	124	0.27%
Sat May 19th, 2001	0	0.00%
Sun May 20th, 2001	0	0.00%
Mon May 21st, 2001	1087	2.38%
Tue May 22nd, 2001	639	1.40%
Wed May 23rd, 2001	1441	3.16%
Thu May 24th, 2001	2904	6.36%
Fri May 25th, 2001	391	0.86%
Sat May 26th, 2001	2	0.00%
Sun May 27th, 2001	3	0.00%
Mon May 28th, 2001	0	0.00%
Tue May 29th, 2001	633	1.39%
Wed May 30th, 2001	1224	2.68%
Thu May 31st, 2001	1173	2.57%
TOTAL	25,235	
Fri Jun 1st, 2001	681	1.49%
Sat Jun 2nd, 2001	567	1.24%
Sun Jun 3rd, 2001	46	0.10%
Mon Jun 4th, 2001	311	0.68%
Tue Jun 5th, 2001	182	0.40%
Wed Jun 6th, 2001	419	0.92%
Thu Jun 7th, 2001	736	1.61%
Fri Jun 8th, 2001	119	0.26%
Sat Jun 9th, 2001	0	0.00%
Sun Jun 10th, 2001	86	0.19%
Mon Jun 11st, 2001	1096	2.40%
Tue Jun 12nd, 2001	210	0.46%
Wed Jun 13rd, 2001	361	0.79%
Thu Jun 14th, 2001	530	1.16%
Fri Jun 15th, 2001	273	0.60%
Sat Jun 16th, 2001	0	0.00%
Sun Jun 17th, 2001	210	0.46%

Mon Jun 18th, 2001	940	2.06%
Tue Jun 19th, 2001	472	1.03%
Wed Jun 20th, 2001	1341	2.94%
Thu Jun 21st, 2001	534	1.17%
Fri Jun 22nd, 2001	357	0.78%
Sat Jun 23rd, 2001	150	0.33%
Sun Jun 24th, 2001	93	0.20%
Mon Jun 25th, 2001	374	0.82%
Tue Jun 26th, 2001	183	0.40%
Wed Jun 27th, 2001	334	0.73%
Thu Jun 28th, 2001	39	0.09%
Fri Jun 29th, 2001	136	0.30%
Sat Jun 30th, 2001	270	0.59%
Monthly Total	45661	n/a
Daily Average	501.77	n/a



Pages viewed the most	Total for Period	Average for Period	% of Total
/index.htm	355	3.90	15.46
/default.htm	227	2.49	9.89
/cisco.htm	127	1.40	5.53
/schedule.htm	107	1.18	4.66
/contact.htm	85	0.93	3.70
/nortel.htm	69	0.76	3.01
/microsoft.htm	69	0.76	3.01
/about.htm	58	0.64	2.53
/ccna.htm	53	0.58	2.31
/microsoft_applications.htm	52	0.57	2.26
/networking.htm	48	0.53	2.09
/microsoft_networking.htm	47	0.52	2.05
/register.asp	44	0.48	1.92
/onsite.htm	44	0.48	1.92
/register.htm	41	0.45	1.79
/allaire.htm	41	0.45	1.79
/ms.htm	38	0.42	1.66
/general.htm	35	0.38	1.52
/novell.htm	34	0.37	1.48
/cisco_ccna.htm	32	0.35	1.39
/checkpoint.htm	30	0.33	1.31
/network.htm	30	0.33	1.31
/redhat.htm	27	0.30	1.18
/msce.htm	27	0.30	1.18
/ccnp.htm	24	0.26	1.05
Total for Period (67 items)	2296	34.27	n/a



From July onward, I will be able to provide detailed Monthly site analysis like this:

Statistics Report for **www.teldataeducation.com**.

Analysis for the **Month of Jul, 2001**.

Server Activity Totals for Period:

Total sessions served :	190
Total hits made on server :	5312
Total page view hits :	559
Total non page view hits :	4753
Total time spent by all sessions :	37739 seconds
Total bandwidth :	11438.85 kilobytes

Session Averages for Period:

Total sessions served :	190
Average hits per session :	27.96
Average page views per session :	2.94
Average time spent per session :	198.63 seconds
Average bandwidth usage per session :	60.20 kilobytes

Session Origins for Period:

Total sessions served :	190
Total search engine referred sessions :	0 (0.00%)
Total referred session :	103 (54.21%)
Total blind (no referrer) sessions :	87 (45.79%)

Page Views per Session Breakdown:

126 (66.32%) sessions made	1	page view
25 (13.16%) sessions made	2-5	page views
21 (11.05%) sessions made	6-10	page views
16 (8.42%) sessions made	11-20	page views
2 (1.05%) sessions made	21-50	page views
0 (0.00%) sessions made	51-100	page views
0 (0.00%) sessions made	101	or more page views

Time Spent per Session Breakdown:

114 (60.00%) sessions lasted	1	minute
44 (23.16%) sessions lasted	2-5	minutes
24 (12.63%) sessions lasted	6-15	minutes
7 (3.68%) sessions lasted	16-30	minutes
1 (0.53%) sessions lasted	31-45	minutes
0 (0.00%) sessions lasted	46-60	minutes
0 (0.00%) sessions lasted	61	or more minutes

Page Usage Analysis

Analysis for the **Month of Jul, 2001**.

Total pages tracked during period : 35

Total page views recorded : 559

The average number of views per page : 15.97

Top 10 most commonly accessed pages during period:

/default.htm	with	110	page views	(19.68% of all traffic)
/microsoft.htm	with	33	page views	(5.90% of all traffic)
/networking.htm	with	33	page views	(5.90% of all traffic)
/schedule.htm	with	28	page views	(5.01% of all traffic)

/cisco.htm	with	27	page views	(4.83% of all traffic)
/microsoft_networking.htm	with	26	page views	(4.65% of all traffic)
/general.htm	with	23	page views	(4.11% of all traffic)
/contact.htm	with	22	page views	(3.94% of all traffic)
/microsoft_mcse.htm	with	20	page views	(3.58% of all traffic)
/sun.htm	with	20	page views	(3.58% of all traffic)

Top 10 least commonly accessed pages during period:

/nortel_certification.htm	with	1	page views
/microsoft_word_beginner.htm	with	1	page views
/microsoft_access.htm	with	1	page views
/microsoft_word_intermediate.htm	with	2	page views
/allaire_coldfusion.htm	with	2	page views
/allaire_homesite.htm	with	4	page views
/general_policies.htm	with	5	page views
/general_lunch.htm	with	5	page views
/cisco_ccie.htm	with	5	page views
/cisco_ccda.htm	with	6	page views

Top 10 most common error pages:

Top 10 entry point pages (first pages viewed):

/default.htm	with	75	page views
/general.htm	with	3	page views
/microsoft.htm	with	3	page views
/cisco.htm	with	3	page views
/general_maps.htm	with	2	page views
/schedule.htm	with	2	page views
/microsoft_applications.htm	with	2	page views
/novell.htm	with	2	page views
/contact.htm	with	2	page views
/allaire.htm	with	1	page views

Top 10 exit point pages (last pages viewed):

/default.htm	with	26	page views
/contact.htm	with	10	page views
/schedule.htm	with	7	page views
/cisco_ccna.htm	with	5	page views
/general.htm	with	5	page views
/general_directions.htm	with	4	page views
/cisco_ccnp.htm	with	4	page views
/checkpoint.htm	with	4	page views
/networking_lanbasics.htm	with	4	page views
/general_maps.htm	with	4	page views

Top 10 pages which were the only page viewed:

/default.htm	with	20	page views
/general.htm	with	3	page views
/microsoft.htm	with	2	page views
/schedule.htm	with	2	page views
/general_maps.htm	with	2	page views
/microsoft_applications.htm	with	2	page views
/sun_java.htm	with	1	page views
/cisco_ccie.htm	with	1	page views
/cisco_ccda.htm	with	1	page views
/general_policies.htm	with	1	page views

User Agent Analysis

Analysis for the **Month of Jul, 2001.**

Total sessions served during period : 190

Most active browsers by type and version:

MSIE 5.x	with	73	sessions	(38.42% of all sessions)
AOL 4.x	with	62	sessions	(32.63% of all sessions)
AOL 5.x	with	28	sessions	(14.74% of all sessions)
AOL 3.x	with	21	sessions	(11.05% of all sessions)
Netscape 4.x	with	4	sessions	(2.11% of all sessions)
MSIE 4.x	with	2	sessions	(1.05% of all sessions)

Most browsers by brand preference:

AOL	with	111	sessions	(58.42% of all sessions)
MSIE	with	75	sessions	(39.47% of all sessions)
Netscape	with	4	sessions	(2.11% of all sessions)

Most popular user operating systems used for access:

Windows 98	with	138	sessions	(72.63% of all sessions)
Windows NT	with	27	sessions	(14.21% of all sessions)
Windows 95	with	25	sessions	(13.16% of all sessions)

Top 10 new browser tags during period:

Mozilla/4.0 (compatible; MSIE 5.0; MSN 2.5; AOL 6.0; Wind...	with	21	sessions
Mozilla/4.0 (compatible; MSIE 4.01; AOL 3.0; Windows 95)	with	21	sessions
Mozilla/4.0 (compatible; MSIE 5.5; Windows 98; attcanada....	with	2	sessions
Mozilla/4.77 [en] (Windows NT 5.0; U)	with	1	sessions
Mozilla/4.0 (compatible; MSIE 4.01; Windows 98)	with	1	sessions
Mozilla/4.0 (compatible; MSIE 5.01; Windows 98; MSN 6.1; ...	with	1	sessions
Mozilla/4.75 [en] (Win95; U)	with	1	sessions
Mozilla/4.0 (compatible; MSIE 5.5; Windows 98; Win 9x 4.9...	with	1	sessions
Mozilla/4.61 [en]C-CCK-MCD (Win98; U)	with	1	sessions
Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)	with	1	sessions

Referrer Activity Analysis

Analysis for the **Month of Jul, 2001.**

Total sessions served during period : 190

Total search engine referred sessions : 0 (0.00%)

Total referred session : 103 (54.21%)

Total blind (no referrer) sessions : 87 (45.79%)

Total referring domains tracked during period : 2

Top 10 most active referring domains during period:

teldataeducation.com	with	102	referrals made	(99.03% of all referrals)
corvel.com	with	1	referrals made	(0.97% of all referrals)

Top 10 most active referring search engines:

Top 10 referring URLs during period:

http://www.teldataeducation.com/	with	81	referrals
http://www.teldataeducation.com/schedule.htm	with	4	referrals
http://www.teldataeducation.com/cisco.htm	with	2	referrals
http://www.teldataeducation.com/networking.htm	with	2	referrals
http://www.teldataeducation.com/cisco_ccna.htm	with	2	referrals
http://www.teldataeducation.com	with	2	referrals
http://www.teldataeducation.com/general_maps.htm	with	2	referrals
http://www.corvel.com/014_provnet/default.asp	with	1	referrals
http://www.teldataeducation.com/register.asp	with	1	referrals
http://www.teldataeducation.com/sun_administration.htm	with	1	referrals

Top 10 NEW referring URLs recorded during period:

http://www.teldataeducation.com/general_maps.htm	with 2 referrals
http://www.corvel.com/014_provnet/default.asp	with 1 referrals
http://www.teldataeducation.com/sun_administration.htm	with 1 referrals
http://www.teldataeducation.com/general_lunch.htm	with 1 referrals

Sessions by Network LocationAnalysis for the **Month of Jul, 2001.**

Total sessions served during period : 190

Breakdown of American Traffic by State

Virginia, USA.	with	86 sessions.	(45.26 % of traffic)
New Jersey, USA.	with	35 sessions.	(18.42 % of traffic)
California, USA.	with	29 sessions.	(15.26 % of traffic)
North Carolina, USA.	with	5 sessions.	(2.63 % of traffic)
New York, USA.	with	1 sessions.	(0.53 % of traffic)
Florida, USA.	with	1 sessions.	(0.53 % of traffic)
Maryland, USA.	with	1 sessions.	(0.53 % of traffic)
Massachusetts, USA.	with	1 sessions.	(0.53 % of traffic)
Connecticut, USA.	with	1 sessions.	(0.53 % of traffic)
Total U.S. Traffic		160 sessions.	(84.21 % of traffic)

Breakdown of Canadian Traffic by Province

Ontario, Can.	with	1 sessions.	(0.53 % of traffic)
Total CDN Traffic		1 sessions.	(0.53 % of traffic)

Breakdown of Traffic by Continent

North America	with	161 sessions.	(84.74 % of traffic)
South America	with	0.00 sessions.	(0.00 % of traffic)
Europe	with	1 sessions.	(0.53 % of traffic)
Asia	with	0.00 sessions.	(0.00 % of traffic)
Australia & Oceania	with	0.00 sessions.	(0.00 % of traffic)
Africa	with	0.00 sessions.	(0.00 % of traffic)

Breakdown of Traffic from the continent of North America

United States	with	160 sessions.	(84.21 % of traffic)
Canada	with	1 sessions.	(0.53 % of traffic)
Total North American Traffic		161 sessions.	(84.74 % of traffic)

Breakdown of Traffic from the continent of South America

Total South American Traffic		0.00 sessions.	(0.00 % of traffic)
-------------------------------------	--	-----------------------	----------------------------

Breakdown of Traffic from the continent of Europe

Norway	with	1 sessions.	(0.53 % of traffic)
Total European Traffic		1 sessions.	(0.53 % of traffic)

Breakdown of Traffic from the continent of Asia

Total Asian Traffic		0.00 sessions.	(0.00 % of traffic)
----------------------------	--	-----------------------	----------------------------

Breakdown of Traffic from the continent of Australia & Oceana
Total Australian Traffic 0.00 sessions. (0.00 % of traffic)

Breakdown of Traffic from the continent of Africa
Total African Traffic 0.00 sessions. (0.00 % of traffic)

Return on Investment

April

Description	Cost	Leads	Sales	Pipeline
Journal News Ads	5600	261	4800	5600
Website	6000	31	0	1000
Postcards	4000	345	6000	9800
Proposals	50	2	1500	1200
TOTALS	15,650	639	10,950	17,600

May

Description	Cost	Leads	Sales	Pipeline
Journal News Ads	15,900	491	9500	11,800
Website	0	25,235 hits	5000	3000
Mailer to 100	\$50	100	3000	10,000
TOTALS	15,950	25,826	17,500	24,800

June

Description	Cost	Leads	Sales	Pipeline
Journal News Ads	35,947	11,00	\$35,000	50,000
Website	2,000	45661	7,000	10,000
Follow up Postcards	50	300	5,000	6,000
Proposals				
Pepsi	50	5,000		500,000
Youth Bureau	50	20,000		2,000,000
Verizon	50	15,000		1,500,000
Home Depot	50	10,000		1,000,000
BNY	50	30,000		3,000,000
Senior Personnel	50	2,000		200,000
Course Materials	\$10,000		N/A	
TOTALS	48,297	82,000	\$47,000	\$8,266,000