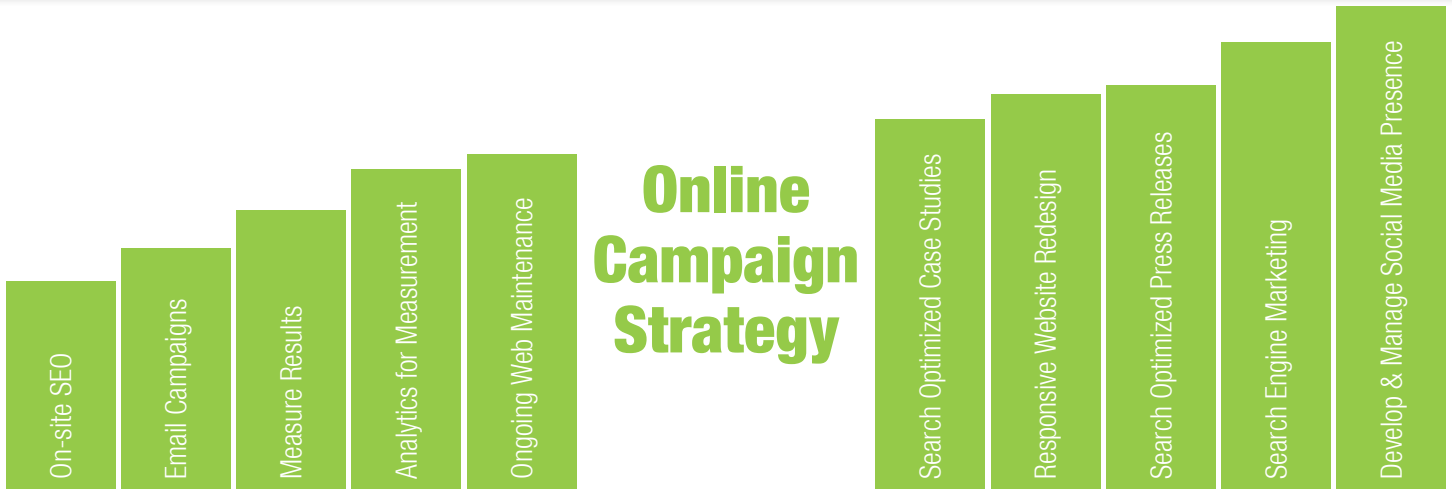




HOW X-CELLENT RESULTS HAPPEN



HOW WE X-CEL

- American-owned, managed and executed (no offshore resources)
- Virtual structure means lower overhead
- 30 years of marketing experience
- Focus is on client Return On Investment
- Markets we specialize in are industrial (B2B), consumer (B2C) and non-profit
- Our internet marketing campaigns are custom to address your specific needs
- Understandable terms are spoken
- We bring outstanding results, then we prove it

X-CEPTIONAL LEADERSHIP



Woody Stoudemire

President

Woody is a veteran of the marketing field with 30 years experience in strategic development and execution of traditional and Internet marketing plans. A top marketing professional in North Carolina, Woody created X-Factor as a inbound marketing firm to help clients navigate the new challenges of marketing in the burgeoning digital market. A graduate of Appalachian State University, Woody never used his communications degree to get a job. At 22, he became cofounder of marketing firm Gotham Images (now Gotham LLC) and never looked back. Generating profitable ideas for clients remains his favorite part of the business. In his down time, he enjoys unwinding with his girls: wife Kelly, and daughters Claire and Maggie. Woody also serves as a virtual marketing director through his consultancy MarketingGhost.com.



Laurie Evans

Operations Manager

Working with X-Factor since its inception in 2008, Laurie manages our team of writers, graphic designers and programmers in addition to scheduling, account management and vendor relations. A graduate of Pennsylvania State University, Laurie holds a Bachelor of Science degree. Her employment background includes over 20 years of customer service, management and marketing experience. Laurie's management skills and training in Search Engine Marketing (SEM) make Laurie a natural fit for our website marketing agency. Her "keywords" for happiness are her husband, Bryan and her two sons.

X-TREMELY HAPPY CLIENTS



X-Factor developed a comprehensive web marketing campaign to position BETCO as a single-source resource for self-storage facility owners. The results have been remarkable. Total **website visits increased by 105%**, **users by 111%** and **webpage views by 114%**. Organic **searches increased by 152%**, **paid search by 73%** and **social media traffic by 119%**, with **top search engine rankings for industry keywords**. Online resources and leading industrial magazines such as Inside Self Storage, Ministorage Messenger and SSA Globe also published search optimized press

releases written and submitted by X-Factor. Since partnering with X-Factor two years ago, **BETCO sales grew 60% the first year and increased another 40% the following year**.



BENZ is an established brand in Europe known for advanced engineering and precision tooling performance. BENZ American subsidiary, BENZ Inc. a relative newcomer to the North American wood, metal and composites markets needed better brand awareness, a new website and consistent online marketing presence. Within a year of launching

BENZ's North American website, **benztooling.com**, total **website visits increased by 113%** and more clients began having their tools serviced through the company's online maintenance portal. During the same time period, **webpage views increased by 86%** and the company received **top search engine rankings for industry keywords**. With X-Factor's social media content management, BENZ Inc. received 600-plus "Likes" on its Facebook account in just two months' time. Since partnering with X-Factor three years ago, BENZ Inc.'s **sales revenue has grown by 28%** across its wood, metal and composites target markets, while the company also experienced growth in name awareness, brand recognition and leads.



Murata Machinery USA, Inc., selling machines under its Muratec brand, teamed with X-Factor to design a new website that visitors can quickly click through to locate the division or products they need, complete with a user-friendly distributor portal. X-Factor also combined proactive, data-driven strategic marketing planning with integrated inbound marketing campaigns to increase Muratec's sales, profits and brand awareness. Leading industrial magazines published search optimized press releases written and submitted by X-Factor. In addition, online news sites picked up these releases providing valuable inbound links to the corporate website. As a result of these efforts, the Turning business unit of Murata's Machine Tools Division posted its **best sales in the company's 40-year history**. The Turning Division's **website visits increased by 143%**, **unique visitors by 139%** and **webpage views by 45%**, and received **top search engine rankings for industry keywords**.



Since 1945, Southern Glove is a privately-owned, industrial glove manufacturer that provides top-quality industrial work gloves, hand and arm protection products and industrial aprons to customers throughout the United States. X-Factor created a responsive website for Southern Glove complete with global search capabilities to allow distributors and end users to locate products quickly. Online news sites and leading industrial magazines published search

optimized press releases written and submitted by X-Factor. Since partnering with X-Factor, total **website visits increased by 115%**, **unique visitors by 131%** and **webpage views by 75%**. **Mobile visits increased by a whopping 849%**, while **organic searches increased by 113%**. Southern Glove is also receiving **top search-engine rankings** for many of the gloves they manufacture.