



WEB MARKETING BEST PRACTICES

Prepared by ILD Corp.

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MARKETING REDEFINED

The internet has changed the marketing landscape. 70.9 % of the US population uses the internet (Source: www.internetworldstats.com), high speed internet access is in growing demand and use of mobile devices is on the rise. Savvy marketers are in the business of understanding their target audience's wants, needs, habits and trends. Understanding the new "time-crunched-nation" of consumers who want their information quickly and conveniently has altered the way that marketers approach message, mediums, budget and strategy. While consumers search for products, services and information via their fingertips, marketers are re-educating themselves about the new wave of marketing mediums to reach and sell their prospective customers. Web Marketing (also referred to as internet marketing, online marketing, or Emarketing) offers new distribution options, benefits and pricing structures. The new features and benefits of web marketing requires comprehension of the mediums, new marketing management responsibilities and full compliance with LEC billing rules. The purpose of this white paper is to educate ILD Partners about web marketing options and best practices.

WEB MARKETING DEFINED


Web marketing is simply defined as the use of the internet to maximize exchanges (leads, inquiries and sales) to sell products or services. Web marketing includes:

• Website Design

Website design is the creative component of web marketing. Website design includes information architecture (organizing content), color selection, use of graphics, fonts and more. Website design sets the tone for user experience. Credibility is an absolute must. Stanford University lists the top ten ways to build the credibility of a website.

Stanford Web Credibility Research
Part of the Stanford Persuasive Technology Lab

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About the Web Credibility Project
As part of the [Persuasive Technology Lab](#), we are investigating such questions as:

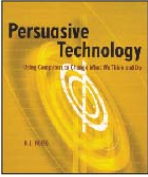
- What causes people to believe (or not believe) what they find on the Web?
- What strategies do users employ in evaluating the credibility of online sources?
- What contextual and design factors influence these assessments and strategies?
- How and why are credibility evaluation processes on the Web different from those made in face-to-face human interaction, or in other offline contexts?

In this ongoing project we are:

- Performing quantitative research on Web credibility.
- Collecting all public information on Web credibility.
- Acting as a clearinghouse for this information.
- Facilitating research and discussion about Web credibility.
- Collaborating with academic and industry research groups.

You can learn about our [research](#), see our [publications](#), browse [resources](#) on Web credibility, and see [who we are](#) on this site.

How to Learn More
See the [Resources](#) section of this site.
.....
Chapters 6 and 7 in BJ Fogg's book [Persuasive Technology](#) are a good starting point.



To discuss potential collaboration, or to express interest in our project, [contact](#)

Stanford Web Credibility Guidelines Website
<http://credibility.stanford.edu/guidelines/index.html>

- **Website Usability**

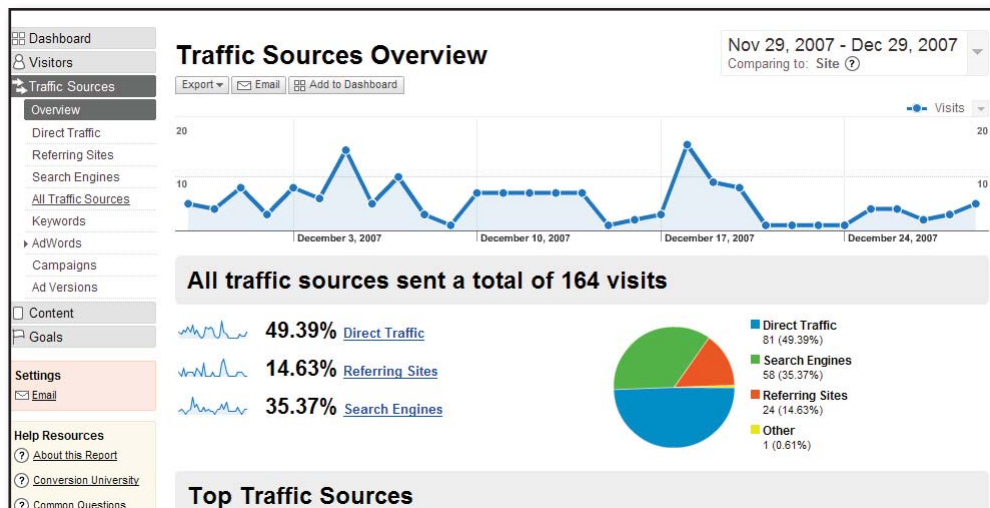
Web usability is best explained as “The ease with which visitors are able to use a Web site” (Source: www.marketingterms.com) Website usability focuses on designing/building websites so the people who use them can use them. Clear navigation is a Web usability must.

- **Website Development**

Website development is the technical component that makes a website live on the internet and operable. There are many technical platforms that websites are built and managed on (Examples: Apache, Linux, UNIX, MAC)

- **Website Analytics**

The web is the most track-able marketing medium. Web Analytics allow marketers to track traffic, traffic sources, conversion rate (the percentage of people who visit a website who take a desired action) how many times an ad is viewed, clicked on, responded to and much, much more. This information can be used to optimize marketing campaigns and determine best web marketing channels.



Example of Web Analytics – Traffic Volume and Sources of Traffic

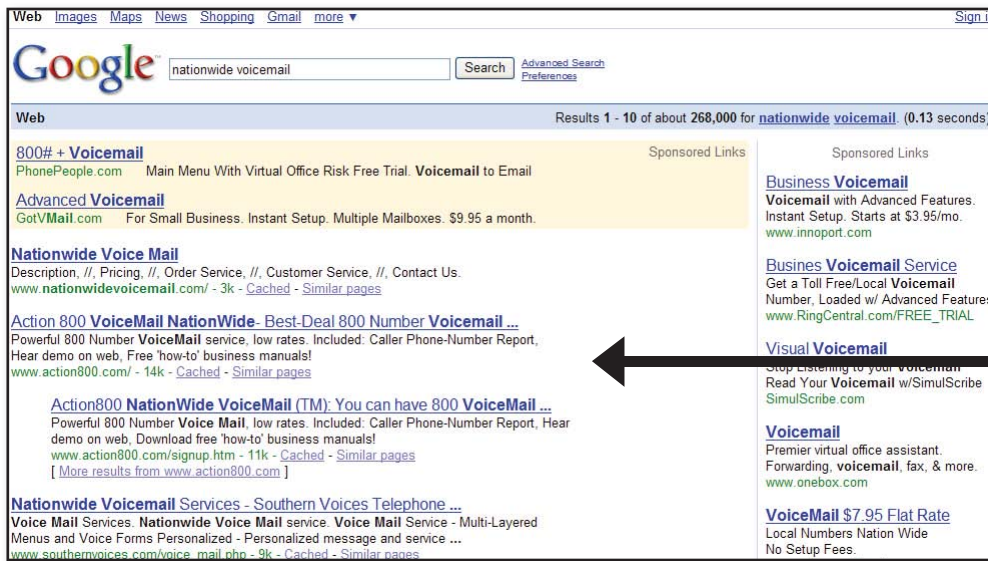
- **Search Engine Marketing**

Search engines are the most widely used vehicles for generating traffic to websites. (Source: iProspect – Search Engine Marketing University™ www.iprospect.com) Search Engine Marketing (SEM) is an all-encompassing term that means marketing a website through search engines – this includes efforts to improve organic listings, purchasing sponsored listings, or a combination of search related activities.

- **Search Engine Optimization**

Search Engine Optimization (SEO) is the act of modifying a website so that it has a higher likelihood of appearing well in the organic or natural listings of the search engines.

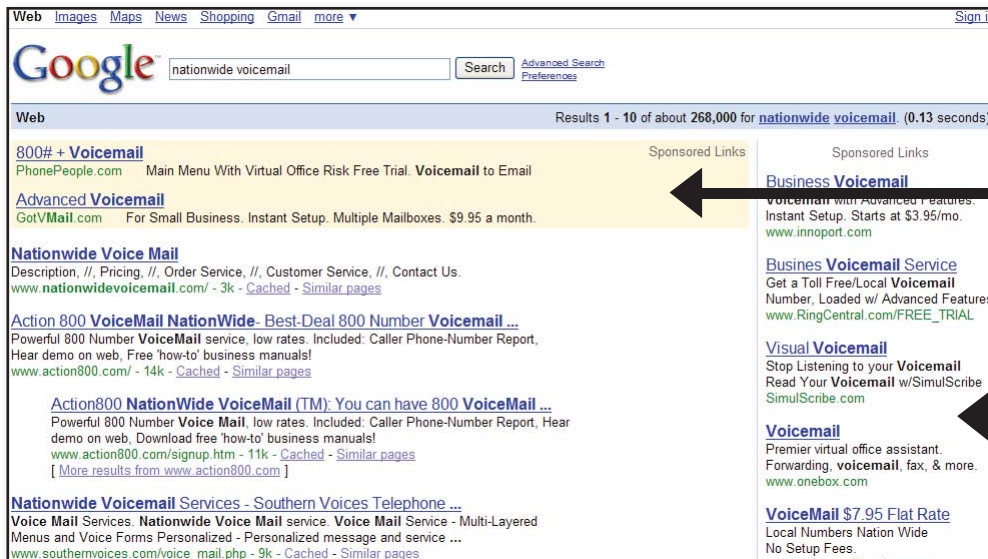
WEB MARKETING BEST PRACTICES



NATURAL SEARCH

• Paid Search

Paid Search is an advertising-based way to buy placement on keywords or phrases. Paid listings appear in the "Sponsored Links" section of a search engine results page.



PAID/SPONSORED SEARCH

PAID/SPONSORED SEARCH

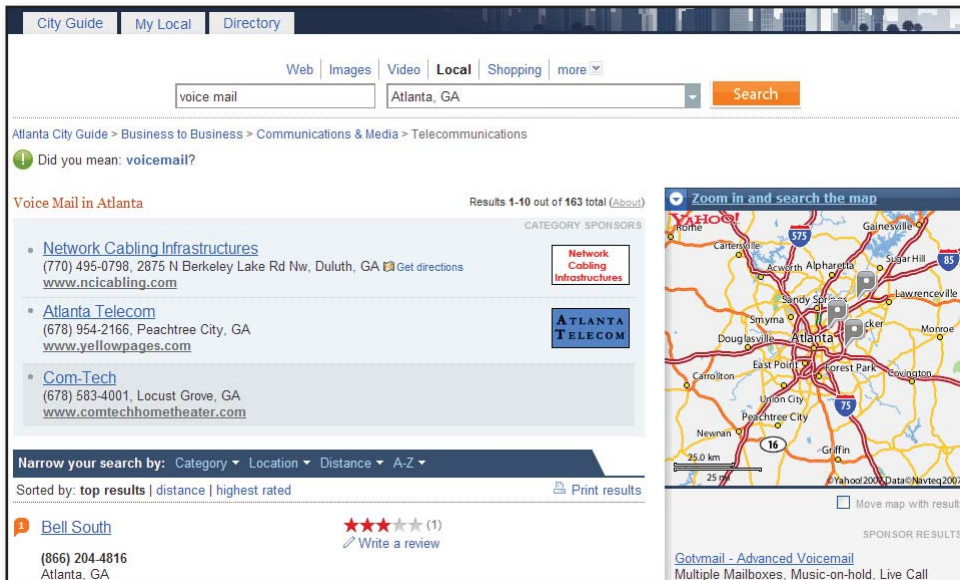
• Paid Inclusion

Paid inclusion is a paid advertising program (Yahoo is the engine most recognized for this option) that guarantees web pages are included in a search engine index (natural). The guarantee is that pages will be included; however, no guarantee pages will rank well.

• Vertical Search

Vertical search is a streamlined search solution that helps web surfers find what they need. Vertical search engines focus on a smaller search topic universe = more concentrated results. Online yellow pages are an example of vertical search.

WEB MARKETING BEST PRACTICES



Yahoo Local Listings Example – Search for Voice mail Services in the Atlanta area

• Display Advertising

Display advertising is an interactive way of promoting products and services online. Display ads are sometimes referred to as banner ads. Display ads range in size and technical capability.



WEB MARKETING BEST PRACTICES

**DISPLAY AD
728x90 PIXELS**

• Email Marketing

Email marketing involves reaching a prospective customer in their email inbox. This could be in the form of an newsletter, an ad in another company's email, emailing a list with a dedicated message or communicating to current customers with your own email list.

REI Email Marketing Message

• Viral Marketing

Viral Marketing (also referred to as Word of Mouth Marketing) is a marketing phenomenon that facilitates and encourages people to pass along a marketing message. (Source - www.marketingterms.com)

CareerBuilder.com had a successful viral marketing Monk-e-mail campaign in 2006 that spread the word about their website and services

WEB MARKETING BEST PRACTICES

• Blog Marketing

A Blog is a term short for weblog, a frequent, chronological publication of personal thoughts and Web links (Source - www.marketingterms.com) Blogs can help build relationships, create strategic marketing partnerships and drive new traffic to websites.

The screenshot shows a search engine results page with several blog posts and sponsored content. The first post is titled "New version of the Google Talk client disables Voicemail and more". The second post is "You won't believe these two Patents Apple iPhone is getting sued over". The third post is "A2DP Bluetooth profile enabled in iPhone firmware 1.1.1". To the right, there is a "CONTENT TYPES" sidebar with categories like "All (87 results)", "Case studies (9 results)", "Download resources (2 results)", "Image galleries (1 results)", "News items (9 results)", "Product reviews (1 results)", "Software downloads (46 results)", "Videos (3 results)", and "White papers (3 results)". Below this is a "POWER CENTER" section with sponsored content from IBM and Sun. On the far right, there are three vertical banners for TechRepublic-2-Go, IT Pro Guide to Policies and Procedures, and 500 Things.

Examples of Blog Ads

• Behavioral Advertising

Behavioral advertising tracks user behavior online so ads that are relevant to their surfing behaviors (sites visited, products purchased) can be displayed. Example – If someone visits and leaves banking website, an ad for a 401k assessment may appear on the next website the surfer visits.

• Social Media Marketing

Social media describes the online technologies and practices that people use to share opinions, insights, experiences, and perspectives with each other. (Source: en.wikipedia.org/wiki/Social_media) Social Media Marketing may involve creating social media to engage customers or buying advertising on social media sources. Blogs are a marketing tool that fall under the Social Media umbrella.

The screenshot shows a Facebook news feed. The top navigation bar includes "facebook", "Profile", "edit", "Friends", "Networks", "Inbox (8)", and "home account privacy logout". The news feed contains several posts: "Kami Kelson wrote a new blog post.", "Ashley Houchin, Kami Kelson, Art O'Connor and Emilia Doerr have new Holiday Cards to ring in the New Year!", and "Raresh Popa attacked Jarle NK Jørgensen!". An advertisement for AT&T mobile banking is prominently displayed in the middle of the feed. To the right, there are sections for "Requests", "Notifications", "Pokes", "Status Updates", and "Birthdays".

SOCIAL MEDIA MARKETING CAMPAIGN BY AT&T IN FACEBOOK

• **Affiliate Marketing**

Affiliate marketing is revenue sharing that occurs between online advertisers/merchants and online publishers/salespeople, whereby compensation is based on performance measures, typically in the form of sales, leads, clicks, registrations, or a hybrid model. (Source – www.marketingterms.com) This form of marketing, due to the nature of compensation (for actions/performance) has caused some publishers to engage in unethical or “grey” marketing practices to enhance their percentage of revenue sharing. This medium is the most susceptible to regulatory flagging. See affiliate marketing section on page 11 for more information.

• **Web Marketing Strategy**

There are so many forms of web marketing - how does a marketer know how, where or which options to select? Savvy marketing occurs via sound Web Marketing Strategy. Marketing Strategy marries the art and science of web marketing so ALL options explored, but the most appropriate channels are selected to best reach and serve the right audience. Web marketing strategy and execution often includes several web options (described above) and must always include LEC billing compliance. When sound web marketing strategy is mapped out, it helps ensure that web marketing execution counts and works.

WEB MARKETING DISTINCTIONS

Web Marketing offers distinct distribution options (see Web Marketing Defined section), benefits, pricing structures and new marketing management responsibilities.

Distinctive benefits of web marketing include:

- High Targeting Capacity
- Track-ability
- Interactivity
- Deliverability
- Flexibility

High Targeting Capacity

Web marketing is known for its strong targeting power. The web allows marketers to target and deliver messages by:

Geographic Locations

Time of Day

Frequency of Ads Viewed

Interest Groups

Specific Keywords Searched

Industries

Web Behaviors (sites visited, shopping habits, shopping trends)

...and so much more

The more targeted an advertisement is, the higher the cost, however, the targeting can also be very cost efficient, as the ability to hit only the right audience can save costs.

Track-ability

The web is the most track-able medium IF marketers take advantage of the tracking capability web marketing allows. Marketers can track and trend almost anything to target, retarget and optimize campaigns including:

- Traffic

 - Sources of Traffic

 - Search Engines

 - Online Advertising Campaigns

 - Internal Marketing (Email, Blogs, etc.)

 - Affiliate Programs

 - Conversion Rate (percentage of visitors that take a desired action)

 - Performance of Online Advertising Campaigns

 - Traffic

 - Conversions

 - Quality of Conversions

 - Performance during time of day

 - Return on Investment

 - Customer Feedback

Interactivity

Another distinguishing factor of web marketing is the interactive component. The web may have a technical slant compared to other forms of marketing, but this does not demote interactivity, it promotes it. In the era of social media (wikis, blogs, online communities) web marketers are tapping the interactive distinction of web marketing and using it to communicate, promote, elicit feedback and share information and knowledge.

Deliverability

Web marketing is the easiest form of marketing to deliver. There is little need for lead times if internet access and credit cards are ready. Web marketing relies on technological support to create and execute and most technologies are available to organizations of all shapes and sizes, anywhere in the world. Marketers can launch advertising campaigns on search engines like Google and Yahoo and within hours any time of day. Emails can be queued up and released instantly and changes to websites, landing pages and online communications can happen with short notice.

Flexibility

The web is an incredibly flexible marketing medium. Advertisers can start and stop online advertising campaigns with a click vs. being held to months of contractual agreement. If an ad is not performing, the advertisement can get altered and switched out within hours. If a web marketing message does not yield, the message can be altered and re-launched online on the fly. If a company is launching new pricing or a service, site copy can be altered and email communications can be released any time. Publishers (website owners) can change the focus of their website or what website a surfer sees anytime, anywhere. If your web marketing is managed by a third party, be aware that the third party may be tempted to alter your marketing message - it is a regulatory violation to change LEC messaging without having it re-approved.

While web marketing allows great flexibility, one must not lose sight of the fact that LEC billing rules are NOT as flexible. Web marketers may not make changes to pricing, verbiage or product offerings without the prior approval of the LEC.

It is the responsibility of the advertiser to hold any/all web marketing partners accountable for the distinct marketing rules of the telecommunications industry, namely bill forwarding/LEC billing regulations.

WEB MARKETING PRICING

It is important to understand web marketing pricing language as it relates to online advertising. There are several types of online advertising pricing including:

CPM – Cost per Thousand

CPC – Cost Per Click

CPA – Cost per Acquisition and CPL – Cost per Lead

Co-registration

Cost per Thousand (CPM)

This pricing model is based on a cost per thousand impressions. Impressions are defined as how many times an ad is viewed. This pricing metric is common in traditional advertising like radio and television.

Cost per Click (CPC)

This model is based on the cost or cost-equivalent paid per click-through. A click-through is the process of clicking through an online advertisement to the advertiser's destination. (Source – www.marketingterms.com) Paid Search ads (in search engine sponsored links sections) are most commonly sold on a cost per click basis.

Cost per Action or Cost per Acquisition (CPA)

Payment by advertisers with this pricing model is made only if qualified actions such as leads, sales or registrations occur. Ads are also sold on a CPL (Cost per Lead) basis. Affiliate marketing is run on a CPA basis and has a distinct set of rules, norms and management responsibilities. CPA deals are very likely to use Co-registration deals as a method to initiate actions. See Co-registration section below.

Co-registration (Co-reg)

Co-registration is an agreement in which company A hosts a registration form where companies B, C, etc. can collect the subscribers generated from Company A's (Source - www.emaildirect.com/page.wv). Sometimes the web surfer is opting into one program unaware that they are opting in to another program. This can yield lots of new leads for an advertiser, but some advertisers spend more time and money explaining to these "new customers" who they are, what they opted in to and crediting them for a deal they did not want or expected.

It is important to note web marketing pricing options (as the way ads are bought and sold) can dictate priority of placement, obligation to run ads for a length of time, control of brand/ marketing message and integrity of the advertisement.

For example, if a publisher (website owner) only gets paid per action, the publisher may want to alter the advertiser's marketing message to initiate action or not be crystal clear about the offer in order to create a prompt action. The following example makes the offers very clear to a web surfer.

MORNINGSTAR
Special Offers for Morningstar.com Members

Additional Info
 The additional information fields must be filled in order to take advantage of any special offers below.

ZIP Code: 60606 Address1: 225 W.Wacker Dr.
 Address2: City: Chicago
 State: Illinois Province:
 Country: USA Daytime Phone:

Featured Offer

Yes, sign me up! Get 10 FREE issues of *Investor's Business Daily*
 No obligation. Nothing to cancel. Includes subscriber-only access to IBD Power Tools on investors.com.

 To forfeit your free trial uncheck the box.

Seeking a comfortable retirement? College for your kids? The perfect vacation home?
 Get American Express Financial Advisors' How to Invest Smarter, Safer, Better for FREE.

Receive our Exclusive Investor's Guide FREE
 Optimize your investments with Investing with a Purpose, the investor's workbook from American Century Investments.

Looking to accelerate your portfolio? Consider Managed Forex from GFT.
 It offers you professional money management services in the world's currency markets. Learn more now.

Free \$95 Commodities Kit!
 Includes valuable audio and video tapes, beautiful color brochure. Risk of loss exists in futures trading. Serious inquiries! IRA approved.

Get 4 weeks Risk-FREE to the Financial Times!
 Try the FT for 4 weeks. If you like it, get 48 more weeks for just \$99 - a savings of 67%. Plus a FREE gift when you pay!

Get 26 weeks of Barron's, for only \$37.00!
 That's 50% off the regular subscription price. Offer good for new

**OTHER OFFERS
 MAY BE OPTED
 INTO DURING THE
 REGISTRATION
 PROCESS AND
 ADVERTISERS CAN
 TAKE ADVANTAGE
 OF GETTING SALES
 OR LEADS AS CO-
 REGISTRATION
 PARTNERS**

All pricing options need to be critically evaluated before a marketing campaign is launched. There are placement, branding, quality and quality pros and cons to all options. Knowing your options and testing return on investment is a must.

AFFILIATE MARKETING AND THR TELECOMMUNICATIONS INDUSTRY

Brief History

Affiliate Marketing was put on the map by Amazon.com in 1996 when a website owner wanted to sell books online and earn a percentage of sale. Amazon loved the idea so much that they launched their Amazon Associates Program. Affiliate marketing added a new pricing metric (Cost per Action or CPA) to the online advertising mix and a new marketing medium was born. When the dot-com bust hit and websites could no longer sell their online advertising inventory for top dollar, affiliate marketing soared as it was a win-win way for advertisers to keep advertising but only pay for actions, not

clicks or impressions. Although the online advertising market has re-exploded and advertisers are paying top dollar (CPM and CPC) to secure ad space, affiliate marketing still has a strong place as an online advertising solution due to its results-based pricing system. Affiliate marketing has expanded to include the use of paid search, co-registration, social media and more.

How Affiliate Marketing Works

Advertisers become affiliates by allowing other websites or advertising networks to promote an offer and get paid when they produce sales, leads, email addresses, or whatever the desired “action” is. Affiliates must have a sound way of tracking the actions to make sure that they:

1. Pay their partners correctly
2. Make sure partners (if the partners are tracking the actions) are submitting accurate action counts for compensation
3. To track the quality of the actions (do they become valid orders?) Most affiliates use third party affiliate management software companies like Commission Junction (www.cj.com), Linkshare (www.linkshare.com), Performics (www.performics.com) or Share a Sale (www.shareasale.com) to track actions, pay affiliates and recruit affiliates.

Affiliate Marketing Points to Ponder for Telecommunications Companies

The goal as a buyer or seller of online media is always to WIN AS MUCH AS YOU CAN. Advertisers want to see the largest Return on Investment (ROI) and Publishers (website owners) want to make the most money for their ad space. Due to this persistent rule of thumb, advertisers need to be mindful of the different types of pricing (see Web Marketing Pricing section) and how these pricing structures impact placement, priority and ethics.

Ads that are run on a CPA basis are the first ads to get removed from a website if the offer does not yield. Publishers will place top performing ads in the best placements and give top priority to the advertisers that make them the most money.

Publishers are responsible for monetizing their websites, they want to make the most money they can for the space they have to sell. If publishers take action-oriented paid advertisements, they only want the campaigns that perform. What happens between the client and advertiser post action payment is NOT their concern. The heightened scrutiny of marketing served on the web is also not a publisher’s concern. It is the advertiser’s responsibility to educate their partners about bill forwarding approvals and LEC billing regulations. Once an ad is clicked on and a web surfer leaves a website, the responsibility is off the publisher and on to the advertiser. If a publisher is placing an ad on a CPA basis, the publisher may try to alter marketing message to better produce results or work to speedily funnel a web surfer through the action funnel to prompt an action and payout.

Many publishers will only run affiliate campaigns if there is a special/free offer to entice a web surfer to take immediate action and affiliate advertisers want to only pay for actions, so they offer special promotions to appease the publishers and attract new clients. There are many instances when the web surfer does not realize the offer they opted in to as they were more attracted by the overly highlighted promotion, not the actual offer.

Some types of affiliate marketing, due to its action-oriented form of compensation, has enticed publishers to engage in unethical marketing practices to enhance their percentage of revenue sharing to “win as much as they can” with their available ad space. Unethical practices can include “smoke and mirrors” promotions that make the offer seem like one thing but are actually something else or not communicating the “fine print” that an advertiser is unaware they are opting

into. Advertisers who are partnering with companies who do lead generation or affiliate marketing need to know the potential pitfalls of this marketing channel so they can win from it to ensure quality actions, not just high quantity actions that turn out to be customers who did not want their offer in the first place. The more risk a publisher assumes regarding compensation, the higher the likelihood an advertiser can lose control of their message, brand and possibly, reputation.

Make sure contractual agreements state that the advertiser must approve any changes to campaigns so appropriate approvals can be granted.

Web marketing can be very win-win if advertisers have their finger on the dial at all times. If you are committed to obtaining quality actions and holding your publishing partners accountable for the integrity of your ads, this web marketing medium can prove to be very lucrative. Web Marketing Best Practices are outlined below to help you use this medium and have success.

WEB MARKETING BEST PRACTICES

The web offers the benefits of:

- 24/7 Sales Capacity
- Worldwide Exposure and Reach
- Targeted Marketing
- Competitive Advantage
- Customer Acquisition AND Retention
- Cost Savings

The new exposure benefits, tracking and action-oriented marketing the web has to offer also includes new management responsibilities that companies need to employ before engaging in web marketing of any kind.

Best Practice One - Know Your Web Marketing Options

Know all the potential web marketing options to create sound web marketing strategy and select appropriate marketing solutions that attract the right customers for your product or service. Know the pros and cons of each web marketing option (placement, priority, risks, benefits) before the campaign launches. Set strategy FIRST then engage in marketing execution.

Best Practice Two – Control your Message from Start to Finish

Management of a marketing message is the sole responsibility of the advertiser. It is NOT a publisher's responsibility to clarify/manage the message to a prospective client. The advertiser is the party purchasing the inventory, sales, or leads and must remember that their brand, image and reputation are at stake in the advertising process.

When web marketing messaging is considered, note that web surfers are far more likely to scan content versus read it word for word. Web surfers are time-crunched and are moving quickly as they maneuver the web. Never assume a prospective customer will read the fine print and never assume a publisher will be your message advocate. Own your marketing message from the beginning of the web advertising process.

The screenshot shows a web form for entering credit card information and completing a purchase. The form is divided into two main sections: '4 Please enter your credit card information' and '5 Complete Purchase'.

4 Please enter your credit card information

At the top right of this section, there is a note: "miles. If you do not have a postal code, please enter 011." Below this, there are logos for American Express, VISA, MasterCard, DISCOVER, and Delta Club Med. The form fields are:

- Cardholder's Name: [Text input field]
- Card Number: [Text input field]
- Expiration Date: [Dropdown menu showing 06/09]
- Card Billing Zip/Postal Code: [Text input field showing 93109]
- Country: [Dropdown menu showing United States]

5 Complete Purchase

To complete your purchase you must accept the terms of the [Service Agreement](#). Please take a moment to read it.

- I have read and I accept the terms of this agreement.
- I understand that it will take **48 hours for the miles to post** to my account. We cannot honor any requests to expedite mileage posting - no exceptions will be made.
- I agree that this is a non-refundable purchase - **no refunds will be granted**.
- I understand that one Mileage Plus account may receive only a **total of 60,000 Personal Miles and GiveMiles combined** in a calendar year.

Please insure all entered information is correct before proceeding. **Standby after clicking 'Place Order' for an order identification number.**

[Place Order button]

United Airlines makes their rules of purchase VERY clear and makes customers opt-in before purchase.

Go through the sign up process yourself and look for any discrepancies or areas that may confuse a prospective customer.

Be clear about the offer, make sure any advertising partners are clear about your offer and employ web credibility best practices (See <http://credibility.stanford.edu/guidelines/index.html>).

Regulators are quick to scrutinize web marketing from the start of a promotional message TO landing page TO post completion of a form on a landing page. Advertisers must review the entire web experience to ensure rules are respected.

Best Practice Three – Track your Online Marketing Efforts with Web Statistics

The web is the most track-able medium IF the tracking is set up and utilized. Have solid web marketing analytics/statistics in place to track your sources of traffic and most importantly, the quality of the traffic. Are your leads/sales quality leads or sales? Do the sales you receive from marketing partners equal solid lifetime value? Do these orders hold and become long term customers?

If you buy ads from multiple sources, have a tracking system in place to distinguish the impressions, clicks, leads and sales per source. It is imperative to be able to track performance per channel and to be able to watch for poor quality advertising partners. Poor performing partners can be pulled to keep your return on investment high.

Track customer feedback. Engage your customer service centers. Are there repeat questions or confusion points? If so, weave clarifications into marketing copy and sign up process (see United.com example above) so the offer is clear to a registrant.

Best Practice Four – Create Your Own Guidelines

To ensure the integrity and quality of your marketing campaigns, create your own web marketing guidelines and have contractual terms that are must-adds to your contractual agreements.

Guidelines can include:

- Campaigns can only be run on US-based websites
- Campaigns must have a checkbox that says web surfer is authorized to make phone bill decisions
- Marketing copy must be approved before it goes live
- A list or references must be provided and contacted before a marketing partnership is secured
- Marketing Company is compliant with state and federal law
- Sign up process must occur on your website, not a third party

Best Practice Five – Know your Industry’s Distinction and Weave it into Web Marketing

The telecommunications industry has its own set of distinctions – including legal, billing and product/service specific. Be sure to focus your marketing campaigns around your distinct needs and goals as you embrace the distinctions of web marketing.

CONCLUSION

Web Marketing is a results-based way to reach and sell your products and services to new and existing customers. Successful web marketing occurs with sound strategy and thinking the entire process through. Online Marketing is most track-able and cost-efficient medium but it also promotes some shady activity as web entities can operate from a distance and vaporize/change at the click of a mouse. If you:

1. Embrace the positive aspects of web marketing
2. Educate yourself on the pros and cons of this medium
3. Manage your marketing message from start to finish
4. Comply with LEC billing regulations (pricing, verbiage, product offerings)
5. Own your success with sound contractual terms and dedicated marketing management

You will reap the rewards this form of marketing can bring. Marketing is about maximizing exchanges. Exchanges can be new visitors, leads, sales or repeat sales. Be mindful of your brand and experience online and approach all campaigns with integrity, transparency and accountability.

ILD Corp. has a collaborative approach to partnership. We thank you for reviewing this whitepaper and are happy to address any questions to help you continue our successful partnership.

