

Magnet Media's Marketing Programs

- **Seminar and Training Events**

Through our wide network of instructors and digital media professionals, Magnet produces dynamic informational events that **draw record crowds** and reflect the success of our DVD-based products. With an expertise in production workflow, our presentations demonstrate how new software will have an impact on the creative person's project. And, we design our events to showcase a topical, real-world production scenario. These events enhance consumer confidence, giving attendees the information and skills they need to invest in the software. As a marketing partner, Magnet also **promotes its events** through raffle incentives and database marketing.

- **Online Video Samples**

Customers in the video and film world love to watch samples of Magnet Media's video-based training online to determine which new releases offer **features that are valuable** to them. After watching the training, customers feel confident, and excited about using the software —the ideal mindset of a "buyer." We've seen conversion rates from "online trial" to sale from 3 to 10%.

- **Sampler DVD's**

Magnet Media has produced CD and DVDs that offer the end-user an opportunity to "try-and-buy" creative software. These samplers feature lessons from a single training title, as well as demo versions of the software itself. The campaigns are enormously successful in **developing product awareness, acquiring qualified leads, and introducing the software to the user** in a flattering light. The positive interest generated from past campaigns served our partners well in growing their database, and converting targeted leads to sales.

- **Channel Promotions**

Magnet has created unique channel promotions that help resellers to connect with customers in ways that result in sales and customer loyalty. Whether it's **bundling our training with software to increase sell through, driving limited-time offers with Magnet's database, or producing attention-grabbing "commercials,"** (for retail and web environments,) we're ready to tackle the best possible plan for each channel.

Magnet Media's Marketing Programs (cont'd)

- **Sales Training**

As part of its support of its software partners, Magnet can provide a variety of **sales training** and **demo-training programs**. These include:

- Live **sales-training presentations**, (seeding our training throughout the reseller channel to improve the quality of demos,)
- **Developing generous spiff programs** and **original incentives** to increase product-focus, and
- Working with the **employee product/sales training managers** at Retail, Reseller and DMR companies to educate employees on a the new features of a software.

These efforts exponentially **increase account representatives' mindshare** for the related software titles.

- **Co-Marketing Partnerships (select sample)**

Magnet Media works closely with professional associations and community groups to insure that their constituency remains up to date on changing software. These alliances include:

Association of Independent Commercial Editors (AICE), Association of Independent Video and Filmmakers, B.U.R.S.T, C.W.E, Creative Cow, Creative Pro, DV Production Association (launching Nov 03), Independent Feature Project, Final Cut Pro User Groups (nationwide – esp NY, LA, CH, DC, SF, MA, UK), Future Media Concepts, Mindshare Ventures (NYDV Show, Entertainment Technology World, Showbiz Expo, etc), New York Women in Film and Television, Peachpit Press, Post Magazine, among others.