

CAPABILITIES + SERVICES



KARMACOM

creating marketing synergy across media

ABOUT

ROI-DRIVEN INTEGRATED MARKETING SINCE 1997

KarmaCom fuses highly creative marketing strategy with new technology applications, helping clients connect the dots between traditional and new media marketing and promotion. Our wholistic and strategic combination of ROI-driven new technology with good karma marketing savvy helps brands, celebrities, products, services and web portals increase sales, amplify engagement, enlighten, entertain, and measure success.

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INTERACTIVE / MARKETING

Interactive Marketing encompasses an ever-growing array of tools and techniques that foster engagement, prospect building and lead conversions. All our campaigns are customized. We do not own a cookie cutter.

- Drive-to-Web traffic building
- Search Engine Optimization and Marketing
- Viral Marketing and Incentive Building
- Blog and Social Media Marketing
- Content Writing and Development
- Email Marketing and Electronic newsletters
Including Video Email, List Building, Landing Page Strategy and Development and A/B Split Testing
- Video Marketing *including Shoots and Animation*
- Mobile and Out of Home creative development and campaigns
- Webinars
- Virtual Trade Shows

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PUBLIC RELATIONS

PR CAMPAIGNS, STRATEGIES AND IMPLEMENTATION

Award-winning PR Campaigns

Twice cited by *PR Newswire* for industry excellence

including but not limited to:

- Social and Search Optimized Feature Press Release writing and distribution
- Electronic and traditional press kits
- Customized media pitch lists
- Media Relations
- Media Training
- Video/Multimedia News Releases
- Satellite Media Tours
- Search optimized Social-focused PR campaigns and strategy

Our campaigns are designed to produce tangible ROI and encourage viral engagement online and off. Our techniques include search optimized copywriting, and are drive-to-web focused; whether that focus is a web site, landing page, social media portal or blog.

SOCIAL MEDIA

KarmaCom has been active in social media since 2005. Deliverables include crafting strategy, creating content, building and engaging audiences and measuring effectiveness of social media.

Let us design a strategy and campaign tailored to your goals and market, on the platforms most suitable for your trade.



ADVERTISING

CROSS-MEDIA ADVERTISING CAMPAIGNS AND STRATEGY

- Ad plan (print, broadcast, digital, mobile and out of home)
- Traditional and digital media buys and placement
- Direct Mail, Email and vMail
- Campaign creative for all media from print to broadcast; digital to mobile
- Content Marketing-Landing Pages
- Adwords and Pay-Per-Click
- Click-to-Call and Mobile Marketing Technology
- CPA, CPC, CPL, CPM, Co-reg, etc.
- Professional Photography
- Video Production and Animation



KarmaCom has created advertising for just about every media. In 2011, we entered into a strategic relationship with CBS New York and their U.S. affiliates. Using the strength of our relationship and rate scale with CBS, we work closely with their business development team to put together value-added cross-media packages. These campaigns pack the power of web, social media, local and national broadcast, digital channels, talk-news, music radio, email, and more.

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CROSS-MEDIA MARKETING AND BRANDING

including but not limited to:

- Brand development and strategy
- Brand Identity
- Buzz and WOMMA marketing
- Guerilla and grassroots marketing strategies
- Competitive and market research
- Creation and execution of marketing communications collateral and direct mail pieces.
- Expert copywriting and editing for both B-to-B and B-to-C campaigns.



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BUSINESS DEVELOPMENT

- Business Plans
- Strategic partnerships
- Strategic Alliances
- Product Placement
- Introductions to Business Ecosystems and Private Equity Crowdfunds



EVENT MANAGEMENT AND SPONSORSHIPS

From a luncheon to a large conference or virtual trade show, we can handle your event at every stage -- from inception to clean-up. Our experience includes planning, promoting and executing events, sourcing sponsors and high-caliber speakers, and driving attendees.

Please see our addendum on Events for more detailed information.



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SEO/PAY-PER-CLICK/ANALYTICS/DATA MINING

Today, staying ahead of and in compliance with the latest Google algorithms is a five billion dollar industry.

Our core marketers and tech support team have deep levels of experience in organic and paid search campaigns and best practices, and are innovators in both sectors. Our PPC campaigns combine thorough market research with our own innovations that streamline costs and target ROI.

Our blue chip analysts have designed and executed programs that have brought Big Data to life for some of the world's leading corporations. For example, we can custom design analytics programs that take complex web traffic, customer behavior, social media sentiment and seasonal buying patterns and turn them into real time visual dashboards. Lose the excel sheets, gain actionable data and realize a more rapid return on investment!

** A complete list and detailed information on our capabilities in search optimization, search advertising, analytics, big data mining and dashboard implementation are available upon request.*

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WEB AND DIGITAL DEVELOPMENT

RESPONSIVE DESIGN

UNIQUE SOLUTIONS FOR AUDIENCE ENGAGEMENT

KarmaCom works closely with trusted, handpicked technology partners and holds exclusive licenses for marketing technology applications.

Our team of digital developers and partners are located in New York, New Jersey, Virginia, Montreal, India and Pakistan.

We approach all web, mobile and digital development from a marketing perspective. To insure your project starts and remains on-point and audience specific, we create a content strategy, user experience and site architecture based on extensive client inquiry, market research, industry vertical and search engine behavior.

** Web site case examples and case studies available upon request.*

DIGITAL VIDEO AND AUDIO PRODUCTION

CREATED IN-HOUSE AND WITH OUR STRATEGIC PARTNERS

Smartphones, Tablets, Notebooks and Smart e-readers have reached mass market penetration levels. Digital Out of Home flat screens, touchscreens and kiosks now reach consumers in transportation hubs, malls and even the corner coffee shop. YouTube is the world's largest search engine. Five Vine videos are tweeted per second. Video campaigns are no longer an option, they are a necessity.

- Professional caliber High Definition Video Shoots
 - Admercial to full Documentary
 - Editing and Production
- Digital audio recording and production
- Animation
- Script writing
- Original Scores and Jingles
- Podcasts and Vodcasts
- Vmail and Viral Video Player

CLIENTS SERVED BY KARMA COM AND ASSOCIATES (PARTIAL LIST BY INDUSTRY)

AUTOMOTIVE/TRANSPORTATION

AllCar
Budget
Carpingo Car Share
Ford Motors
Hawaiian Air Lines
Volkswagon

ECOMMERCE-DOT COM

Chadwick's of Boston
College Dream Card
Cyberastro
Eritmo
FoodStop
International Cutlery
King Size Man
Medallion Seafood
Splash! Watches
Stacks and Stacks
Staples
Unlimited Cellular

EDUCATION

Berkeley College
Hunter College
Metropolitan College of New York
New Jersey Institute of Technology
School of Management
Continuing Professional Education

FINANCE

Alpinvest Partners LLC
American Express
Blue Coast Financial
Centerview Partners LLC
Desai Capital Management
Fitch Ratings
Fredericks Michael & Co.
Liberty Partners
McGladrey
Merrill Lynch & Co., Inc.
Client Events Marketing Group
Global Investor Client Services Group
Money Physicians
Oscar Capital Management
Saint Michael's Shield Insurance
Taxback

TECHNOLOGY

Association of Computing Machinery
eMedicalFusion
Enterprise Transformers
Microsoft
NJIT Enterprise Development Center
Pitney Bowes
Rubenstein Tech
Sumbaa
Taico Incentives

NON-PROFIT

Bedford-Stuyvesant BID
Bide-A-Wee
Boys-Girls Club New Jersey
Brooklyn Chamber of Commerce
Brooklyn Economic Development Corporation
CommunityVoice Mail
Colony Club
ITAC
Long Beach Meditation
Maritime Center at Norwalk
New Yorkers for Parks
The Little Orchestra Society
Rooftop Films
Roman Catholic Diocese of Brooklyn and Queens
Spain-US Chamber of Commerce
United Nations UNDP/UNEP
WIBO
X-Prize Foundation

FOOD AND RESTAURANTS

Aureole
American Dairy Association
Beach Point Foods, PEI
Bermuda Food & Wine Festival
Black Culinarian Alliance
Charlie Palmer
Chef Ashbell
Medallion Smoked Salmon
Royal Mystic

DESTINATIONS, REAL ESTATE AND HOSPITALITY

Borough of Brooklyn, NY
City Building Owners
Embassy Suites Hotels
Hunt Valley Inn Baltimore - A Wyndham Resort
IKAL Luxury Resorts / HAMAK Hotels
One Ocean REMINGTON Resort Hotel & Spa
The Peninsula New York
The Pierre
Prince Edward Island Economic Development
State of Vermont Tourism
William B. May

RETAIL GOODS AND SERVICES

Body by Brooklyn
Calvin Klein
The Greenspa
HIPA San Diego
Infiniti
Lane Bryant
Lord & Taylor
Manchester Designer Outlets
Patio World
Toscany



THE KARMA COM CORE TEAM

Karma Martell

Founder, President, and CEO



Karma Martell founded KarmaCom Inc. in 1997 to address the need she saw to upgrade the analog marketing experience with new media integration and new thought leadership. A pioneer in the digital and cross-channel marketing space, Karma created industry

firsts, including live online webinars and interactive web portals. KarmaCom's philosophy is to facilitate "good karma" sustainable and ethical marketing that delivers ROI, embraces social good and generates value-driven engagement.

Karma's cross-media, interactive drive-to-web campaign increased donations for a national nonprofit by over 300%. She created the "Vermont Vacations" brand, driving one million visitors within three months to local tourism portals. A cross-media hyperlocal recruitment campaign increased enrollments for a northeast Business School by over 100%. In 2012, KarmaCom helped introduce New York City's first local, independent car share brand.

A frequent speaker on marketing, branding and social media, Karma's successes have been cited by *Bulldog Reporter*, *Crain's*, *Huffington Post*, *PR Newswire*, *the New York Times* and the *Wall Street Journal*. Her papers on digital marketing strategies have been published by industry journals.

A creator and advisor for small business education programs in New York City, Karma serves on the board of the *Brooklyn Chamber of Commerce*, for which she produced many successful events.

In 2011 KarmaCom allied with *CBS New York Media* to create special video marketing and advertising programs for regional and new brands. Through this partnership KarmaCom is able to provide unparalleled opportunities for small business to maximize advertising dollars and compete on a world class scale.

The synergistic partnership of marketing and technology is what spurred Karma's creation of KarmaCom and continues to inspire her: An early adopter of marketing tech, Karma was a social media pioneer as well as one of the first to fuse organic search optimization techniques with public relations. Currently, KarmaCom's technology partners span mobile, video, multimedia and web, maximizing clients' opportunities to effectively and strategically communicate while growing their reach and customer base.

Prior to her long stint in marketing and PR, Martell created private label apparel lines and was a buyer for Lane Bryant and The Limited, where she grew sales by 800% in four years.

Martell is an accomplished singer and songwriter, and has been featured in *Billboard*. An avid foodie and wine lover, Martell has worked with great chefs, developing and promoting events, video and television series, products, recipes, web content and alcohol brands.

Anne Marie Mascia

Creative Director



For over twenty years, award-winning Graphic Designer Anne Marie Mascia has served a distinguished array of clients in almost every business vertical. As much a marketer as she is an artist, Mascia stays on top of trends, is a great listener, and has an uncanny ability in discovering and interpreting the essence of a message.

From fully-realized brand and graphic identity projects to advertising campaigns, electronic media, packaging, book art direction and illustration, events marketing, corporate communications collateral or the most unique of invitations, Mascia's work is original, exemplary, and stylistically chameleon. The thread that binds is her sheer creative and professional excellence.

With a special knack for Event Marketing Communications, Mascia worked long-term with the Global Client Events Marketing/Global Investor Client Services Group of Merrill Lynch & Co., Inc. Projects included concepts, design, print production and fulfillment for Special Events and Investor Services, including: The Master's Golf Tournament, British Open, The Olympic Games (Nagano,

Sydney, Salt Lake), Wimbledon, U.S. Open (Golf and Tennis), The Super Bowl, World Bank and International Monetary Fund, World Economic Forum, and Merrill's Global Investor Conference Series, for which Mascia created all materials for as many as 42 conferences per year.

A native New Yorker, Mascia lives in Manhattan. She attended The School of Visual Arts (SVA) in New York City, carrying a dual major in Illustration and Graphic Design. A theater buff, Mascia enjoys attending Broadway and local productions, and participates in nurturing the work of new playwrights.

As a community volunteer, Mascia works at Visitor Services for the Morgan Library & Museum, is a World Book Night contributor, and supports programs at the Irish Arts Center. She is proud to be a member of New Yorkers for Parks' "Bulb Brigade," where, have spade will travel, she plants daffodils throughout the five boroughs in honor of the fallen victims of the 9/11 World Trade Center attack.



THE KARMA COM CORE TEAM

Clemente Naftali-Menajed

Technology Director and Video Content Producer



Inventor, aerospace and software engineer, video optimizations expert and international patent holder, Naftali-Menajed draws on his innate marketing savvy and thirty years of engineering skills to create out-of-the-box solutions that deliver ROI.

Naftali-Menajed holds multiple patents (including for the USA) for vMail, the only TRUE video in email on the market today. The patent acknowledges the entire marketing process of the vMail concept, from file optimization to the video landing page experience and the automated bandwidth detector of the Clemstar player. The vMail Sears holiday campaign sent to 50 million recipients received industry awards and resulted in a 600% return on investment .

Naftali-Menajed developed over 100 multimedia projects for American Express Tax and Business Services. He has recently engineered a new software and user experience for the phonecard and money transfer industry.

Naftali-Menajed holds an electrical engineering degree and an advanced certificate in Software Engineering from McGill, as well as an advanced certificate in CIS from the University of British Columbia.

Alexander Suprun

Digital Marketing Director



Inbound marketing strategist Alex Suprun started his career in web marketing in 1997. As a pioneer in the field he was first-to-market with solutions that are now part of the digital marketing toolbox. His early successes include the first portable voice over IP solution, the first cloud-based ERP system for small businesses, the first custom-application browser toolbar, and more.

In 2001 Suprun designed and managed the development of the first automated search marketing management system. The innovation ushered in a new era of web marketing automation – years before *Omniture*, *Aquisio*, *Marine* and other PPC management software came to market. Suprun's system generated over 30 million in revenue for *Empire Online*, and contributed to the company's IPO success.

In Suprun's recent role as director of marketing for a Canadian digital advertising agency, he established a new search marketing unit. The unit served over a hundred clients worldwide and helped to triple the company's revenue.

A well-rounded digital marketer, Suprun has 15 years experience in execution and leadership in all aspects of digital marketing, including SEO, SEM, PPC, Email marketing, Display, and Social Media. Suprun's marketing knowledge also extends to direct marketing, conversion optimization, marketing and business psychology, public relations and traditional marketing communications.

A citizen of Canada, Suprun holds a Master's Degree in Engineering and is fluent in English, Russian and Hebrew.

Brian Braker

Director, Sales and Special Projects



An early adopter of digital tech, for the last 18 years Brian has been working in the computer technology, web development, technical SEO, and internet marketing arenas. He has built a formidable track record of success serving Fortune 1000 companies, meeting their technology,

SEO and marketing needs. Brian brings his strength in vetting newly-emerging techno-marketing concepts to the KarmaCom team. His experience and perspective on launching new media and SEO campaigns is invaluable. Brian has been involved in several successful start-ups during his technology career. He attended Michigan State University, where he received a BA in Marketing.