



# J.R. PUBLICATIONS, INC.

## MARKETING, DISTRIBUTION & PROMOTION

J.R. Publications, Inc. has six websites that bring WeddingLinks.com traffic. The company provides our advertisers with a digital magazine that is sent to all our bridal leads, a top Google and other search engine presence, marketing education and partnered services to assist in your personal business growth. Our goal is “to be where the brides are”.

WeddingLinks.com is our flagship portal with first and second page positions on Google and other search engines for most wedding categories. We appear with popular, first searched or frequently typed wedding and honeymoon key-search-terms in larger cities, states, countries, popular wedding regions and California counties. There is no signup to access WeddingLinks.com. This brings a number of high-end brides to our websites.

Why link in a wedding planning portal? Your type of business may not be the first thing that couples shops for, but our geographical category pages remind couples of everything it will take to complete their wedding plans.

We offer you:

- Affordable pricing – we charge you for one year what most companies charge a month
- The ability to market the bride locally and throughout the world with twelve links or more in our web portals. Repeat visibility is vital to opening up your page
- Exposure of your business article in a beautifully presented digital magazine to thousands of brides for a year and copies for your personal promotion
- Permission based leads from brides on a weekly basis e-mailed to advertisers only
- SEO services to move your individual website to the top of Google and GRAPHIC DESIGNERS to assist with business cards to trade show sets and WEB DESIGNERS to create excitement and provide your credibility on the web.
- MAILING and/or E-mailing Services
- Tips on the newest marketing methods with our e-newsletter, “Marketing 101”
- Advertiser’s business name and link are announced (with a link) to brides in our biweekly e-newsletter, “Becoming Engaged”

### WE MARKET our business to the brides

A colorful e-mail is sent to all bridal leads. She clicks on the colorful icons and they take her directly to the websites or digital magazine. We also send our bi-weekly e-newsletter, “Becoming Engaged”. The SuperStarWedding.com “free 90 minute class” goes out from bridal shop counters and jewelers plus daily, more SuperStarWedding.com banners are appearing on our affiliate websites, directing brides to take the wedding planning class that then directs them to WeddingLinks.com for their wedding and honeymoon resources.



## J . R . P U B L I C A T I O N S , I N C .

We have booths at bridal and business trade shows. With the global expansion of WeddingLinks.com, we have a promotion product that brings our name to the stages and show programs in hundreds of bridal shows (We will be providing show producers our SuperStarWedding.com Webinar Gift Certificates for drawings or as part of the gifts in their bags – given to every bride.) This draws brides into SuperStarWedding.com for their webinar classes and that website links directly to WeddingLinks.com.

A-Honeymoon.com Contest promotes WeddingLinks.com and provides many exciting drawings for honeymoons. The following are a few of the websites we own that bring traffic to both SuperStarWedding.com and Weddinglinks.com: BridalShowInfo.com, A-Vineyard.com, Beautiful-Events.com, ResortsAndGolfCourses.com.

We provide you with valuable insights on marketing your business to brides.

A recent survey of businesses indicated only 1% of the small businesses in America spend a Minimal 10% of their time on marketing to improve profits. Many businesses need a “Full Service Marketing Company” to do this for them or assist them with “best methods” or the marketing decision-making. J.R. Publications Inc. brings many of these services to you. 95% of the U.S.A. brides are using the web, 35% will go to local trade shows and then check your website. It takes you setting up a good referral program, social networking and constant use of permission-based leads to capture the bride’s attention. It is vital to be in a “planning portal” or on the first or second page of Google and Yahoo to promote your name to people in the process of planning a wedding or event. You will also need a variety of social networking website links for your name.

We see many like businesses gathering into one website. Being the only one for your region can work well for you, but if there are one-hundred other like businesses in your area, you are up against visual competition. Why not purchase a Google ad-word or the top-ten list? Your competitor can put up a bad review, you are up for area specific or key-term specific words only and there are no leads provided.

We market our business “where the brides are” and give you a full compliment of services, marketing tips and useful information for marketing your business.