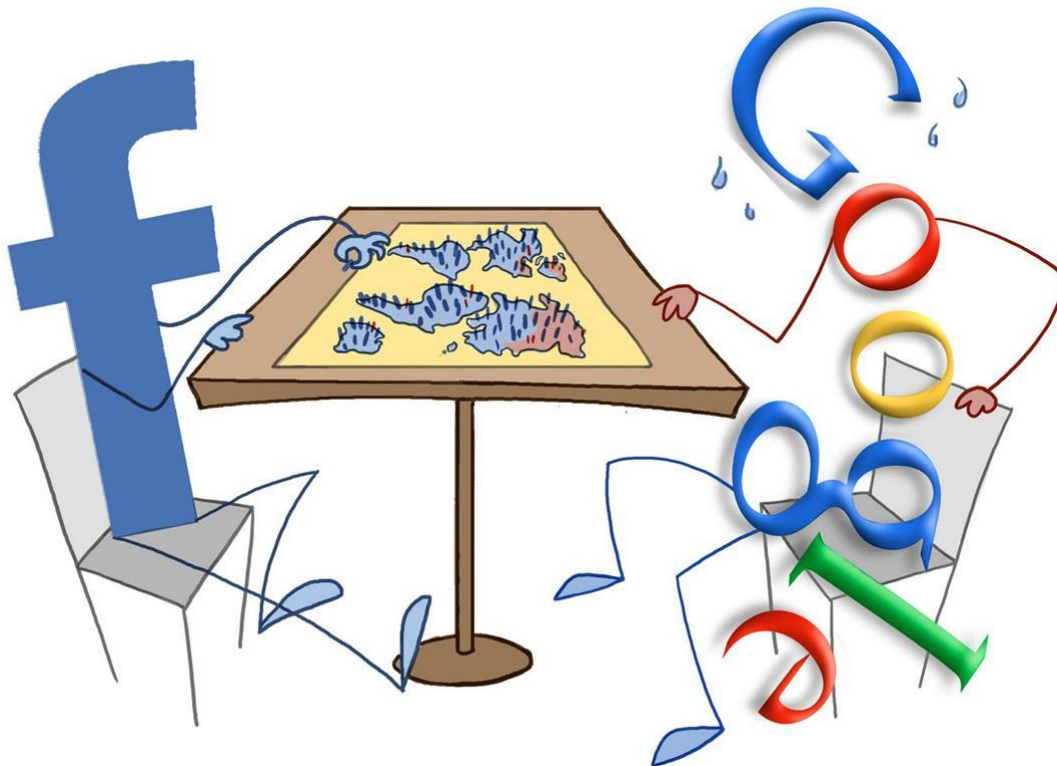




## THE NETWORK DIRECTION

NETWORK has adapted its offering to leverage the Facebook and Google+ focus to provide the best Search and Social advertising integration for local business.



Google and Facebook rely on local business advertising to increase their revenue.

## Facebook Focuses on Small Business

Facebook kicked off a series of events for small business owners in the hopes of convincing more of them to start advertising and marketing on its popular social networking site.

## Google + For Business

Google+ is a social networking and identity service that is owned and operated by Google Inc. Google has described Google+ as a "social layer" that enhances many of its online properties, and that it is not simply a social networking website, but also an authorship tool that associates web-content directly with its owner/author. Google + is helping to knit all of Google services together. It is not an effective social tool...but it is a very effective business advertising Tool.

## Network Leverages Facebook and Google

NETWORK has adapted its offering to leverage the Facebook and Google+ focus to provide the best Search and Social advertising integration for local business. By positioning ourselves as the bridge between the two, NETWORK can piggyback both efforts while offering a cost-effective, best-of-breed Flexible Marketing Plan to local businesses.



Facebook and Google Promoting NETWORK



Utilizing Internet Branding

## NETWORK Integrates Facebook/Twitter/Google as a Path to IPO

NETWORK integrates Facebook, Twitter and Google, as well as other Social

Media Products into its Marketing Strategy as a path to IPO.

In today's modern world, Internet branding is more important than ever. Consumers today often rely on what they see online as an in-store buyer's guide. Most importantly, if something they see in stores isn't well-established online, it is unlikely that they will give the product a second chance. In order to avoid this, every size company, of every variety, needs to work to improve its online branding.

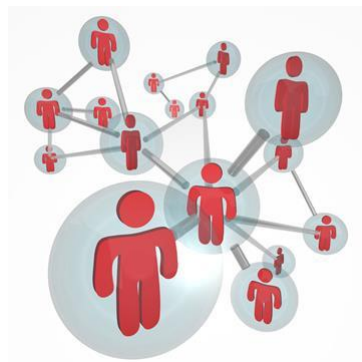
To this end and in order to establish a greater on-line presence for both NETWORK and NETWORK's Advertisers, as NETWORK is in the process of integrating its Patented Internet Search Optimization Tool with Facebook, Google+, and Twitter (where heavy emphasis centers on Social Media and with Google AdWords where results are guaranteed!) as an IPO growth factor, 30% of every dollar allocated to a NETWORK Advertiser directly contributes to enhancing the Network brand.

This comprehensive and proven marketing strategy tie-in, where we have the flexibility to utilize Facebook advertising when it is more cost effective than Google AdWords, will eventually include every phase of Social Media where NETWORK can harness the attributes of the best the internet has to offer potential advertisers and where heavy emphasis is directed to NETWORK'S exclusive and changeable web-advertisement.

Effectively, Facebook's social media and Google's advertising platforms, developed to benefit the paying Advertiser, literally, and in every case, Promote NETWORK....



Social Media and



Social Engagement with



Rabbit Marketing Packages

## **Rabbit Marketing is Licensed By NETWORK to Pull it all Together!**

RABBIT MARKETING SERVICES, LLC, a nationally-recognized advertising and marketing company, has been licensed to exclusively represent

NETWORK to navigate its national expansion program. To this end, Rabbit Marketing has implemented three Basic Packages that focus on the needs of small to medium-sized, locally-oriented businesses. Each of the three Packages is flexible; sufficiently-so to adjust to an Advertiser/Client's needs. The Basic Package cost ranges from \$900 monthly to \$2,100 monthly.

The three Packages are sold to the eventual Advertiser/Client by Rabbit Marketing, and, what's more important to the Advertiser/Client is: each Package delivered to an Advertiser/Client is carefully monitored and administered on a personal basis by one of Rabbit Marketing's Client Relation's Specialists.

There are three additional Graduated Packages. These Packages focus on the needs of nationally-oriented businesses and are sold to the eventual Advertiser/Client by "accredited" advertising/marketing agencies. Graduated Package costs to the Advertiser/Client range from \$8,000 to \$32,000 monthly. A prime example of what Social Media can do is exemplified by Estee Lauder in a recent Wall Street Journal article: <http://online.wsj.com/articles/estee-lauder>

There is also a seventh Regional Package. This has been formalized to accommodate a multi-location/chain type Advertiser/Client. The cost here is based on a multiple of that of a locally-oriented business and administered by Rabbit Marketing as an extension of Rabbit's Basic Package.

#### **AS A WRAP...IT'S ALL ABOUT INTERNET BRANDING...**

While it might appear that a great number of marketing companies are vying for an advertiser's business, and there are, NO COMPETITOR CAN OFFER AN ADVERTISER the total package Rabbit Marketing has the ability to...and at that, for less than what an advertiser would normally spend with a competitor to get less, or implementing a far less professional campaign on their own.

#### **SPECIFICALLY, RABBIT'S PACKAGES CAN DELIVER:**

The Network Resolution; A Landing Page focusing on Selling; A business listing in all relevant Directories (Bing, Yelp, City Service, Google +, Yellow Pages, Zillow); Facebook and Twitter marketing campaigns; Social Media Posts to a Blog; and certainly, and not the least, a Pay-Per-Click campaign specifically implemented to promote an advertisers company and its products/services via Google AdWords and Facebook ads...all directed to a NETWORK oriented Landing Page!



## NETWORK'S Growth and Associations

Before all else, it must be firmly restated as had been stated in several of the last Cartel/Netword Newsletters, and now para-phrased: "Netword continues in a growth pattern....", and as such, any IPO discussion will not be forthcoming through 2014. Suffice-it-to-say however, NETWORK has been maturing and continues to do so as contender for the businessman's (and lady's) media provider of choice.

There are several new associations that have become a part of NETWORK's efforts. In addition to the Facebook/Google association, now to include AMAZON and FACTUAL.

A long-term association has been structured with a Company called FACTUAL that represents a major step forward in NETWORK's Mobile Application direction. FACTUAL is a data processing, location platform that enriches mobile applications. Within the scope of the relationship, 23 million U.S. businesses have been incorporated into NETWORK. This large data base is now being hosted on, and will continue to be hosted by Amazon Web Services.

Thus to provide NETWORK with a complete set of Cloud Computing services that enable seamless mobile and desk-top traffic growth. As results the aggressive input of the millions of U.S. Businesses that have been

incorporated into Network's data base, a more socially integrated NETWORK web site is under development on Amazon.

For more information: <http://www.factual.com>

## Network Timeline and Roadblocks

There are no conceptual roadblocks, just the long hard work of programming. Until the refined infrastructure is complete, the development cannot move much faster. Within months we will be able to accelerate the effort. 2015 and beyond will focus on Mobile Apps leveraging the Network Infrastructure.



**Thank You!**

You're receiving this because you are an investor in either Network, Inc. or Cartel Equity Fund, LLC.

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