



Web Development • Animation • Presentations • eLearning

2004 International Marketing Forum

Effective Web Marketing with Bert Jackson, MMI Inc.

Unique characteristics of the Web

- Passive: Customers have to find you
- Scalable: Increasing visitor loads adds very little to costs
- Flexible: Easy to change
- Interactive: Engaging, useful, fun

Know your audience

- Examples: Insurance software training project
 - Engineers: Highly educated, accustomed to reviewing data
 - Office Staff: Need to be engaged, not technically inclined

Plan Objectives

- Prospecting/Pre-sales information dissemination
- Sales
- Customer service
- Customer retention

The Process

- Establish a budget
- Designing the website
- Driving visitors to the site

Bert Jackson, CEO and Founder of MMI Inc.

As the leader of Cape Cod's oldest web design firm, Bert uses his varied background to provide a range of support services to his clients. Aside from the day-to-day challenges of managing a busy web firm, Bert enjoys counseling clients on the broader aspects of managing an effective web presence. With a decade of experience as a restaurant entrepreneur prior to his technology career, Bert appreciates the balance of energies and focus needed to run a business.

Prior to founding MMI in 1995, Bert was a computer systems consultant in Hyannis, Massachusetts. Bert moved to Massachusetts in 1991 from the US Virgin Islands, where he owned and operated a restaurant and several sandwich shops. Bert is a blues and jazz guitarist, and occasionally lends his music and speaking voice to multimedia projects produced by MMI.



Web Development • Animation • Presentations • eLearning

MMI Inc.

MMI was founded in 1995 by Bert Jackson, and is the oldest web firm on Cape Cod. MMI is a full-service firm offering all aspects of the web experience: consulting, design, application development, hosting, maintenance and marketing. The MMI team has developed high-profile web sites for the Smithsonian Institution, the Nobel Museum in Stockholm and Macworld Expo; e-learning sites for JP Morgan Chase, IBM and Pfizer Pharmaceuticals; and member-management sites for the Ethics Officer Association and the American Vacuum Society.