

Jean Maurice Touboul – Internet Marketing Strategy

www.itouboul.com | www.eFocusMarketing.com

Internet marketing expertise is widely claimed by hundreds of gurus and hoards of experts that can do anything from SEO and Social Networking to emailing and web-design, and pretty much anything else under the sun! But can they deliver traffic and conversions?

And while I may be tempted to tell you that I am that person, I'd rather let you be the judge!

- ✚ Pioneered ASP (SaaS) Affiliate Marketing solution, turning a start-up, Commission Junction (CJ.COM), into the leader in affiliate marketing with over 2,000 advertisers
- ✚ Launched an online marketing consulting companies that helps small and medium size companies market their products and services online
- ✚ Developed and patented a unique video advertising solution that enables users to point and click on anything in a video via EnContext Advertising (www.Encontextadvertising.com)
- ✚ Provided technical and marketing support to design the next generation multi-channel marketing platform enabling users to manage their online marketing from one interface
- ✚ Consultant to a number of companies including The Walt Disney Company, Time/Warner, World Avenue, Realty Tracker and many more

Success Stories

Affiliate marketing programs for MyInk, Altrec, Natural Area Rugs, Osho and others, increasing revenues by 15-25% over a period of one year

Social Media and PR campaigns for Closeout.com, SAI, Shana Insurance, Brand Name Jeans, establishing brand across multiple networks and jump in traffic of 20-40%

Email campaigns for Convention Totes, Osho, Best Promotions promoting these companies products and services to over 5 million customers, increasing sales by 30%

Content creation and search engine marketing (SEO, SEM) for Realty Tracker, Artmuse, MyCaliforniaWinery, increasing conversions by 25% while decreasing cost by 10%.

Strategic marketing services for Mira, Realty Tracker, MyInk, EnContext, putting in place an Internet marketing strategy that resulted in an increase footprint on the 'Net

To learn more about my services call me for a free consultation