

IB Web Solution

WEBSITES SPECIALLY DEVELOPED FOR INTRODUCING BROKERS

Key to marketing futures and commodities is a website with a professional look-and-feel, educational resources, clear descriptions of your services and lead generation. At gate39MEDIA, we create web sites for Introducing Brokers that achieve these goals by providing strong designs, powerful technology, and tools to market your business.

Our FCM Specific IB Web Site Solution will connect you with customers by creating a powerful IB web site integrating FCM provided features with marketing tools to maximize lead generation.



- **FCM Integration**—Connect seamlessly to Velocity Futures online application and account login resources from your website.
- **Traders' tools**—Research and education from your FCM such as calendars, margins and contract specs (varies by FCM). gate39MEDIA supplements these features with weather data, quote widgets, education library, news and data links, and a commodities glossary to keep customers on your site.
- **Run your own market commentary/blog**—Post your own market commentary with options for charts, images, video and more; establish your expertise by highlighting your knowledge of the markets to keep customers returning to your web site.
- **Professional design**—Choose layout and design options customized with your logo to give your company a professional appearance and instill confidence in your customers
- **Search engines**—We register your web site with major search engine and make your content search engine friendly using search engine best practices so customer can find you.
- **Email marketing**—Capture visitor email addresses and keep customers informed with your branded market e-newsletter
- **Marketing consulting**—We work with you to customize your web site to meet your goals, site discussion planning and feedback, and limited content editing.
- **Web modules**—Customize your web site with modules including client login/secured access, custom programming, and other powerful features for retaining customers.
- **Web hosting and support**—Web site, email and domain name hosting, and direct telephone support—we take care of everything for you.
- **Branding and marketing**—Stand-out from the crowd with our complete suite of supplemental branding and marketing services including logo and identity creation, sell sheets, brochures and more.

IB Web Solution Package

| | Silver \$2500 | Gold \$4000 | Platinum \$6000 |
|--|------------------|---------------------------|---------------------------------|
| FCM Provided Features including pre-approved content | Yes | Yes | Yes |
| Web site layout and design featuring your logo | Template | Template + Custom images | Custom design |
| Number of Pages (+ MCF content) | 3 | 8 | 20 |
| Contact/Promotional Inquiry forms | 1 | 2 | 3 |
| Market Commentary/Blog Module | No | Yes | Yes |
| Trader Tools —weather data, quote widget, education library, and commodities glossary | Yes | Yes | Yes |
| News and Data Links Library —educational and market resources for your clients | Yes (standard) | Yes | Yes |
| Email marketing —email newsletter customized with your logo* | Yes | Yes | Yes |
| Submit web site to search engines | 3 | 8 | 20 |
| Marketing Consulting —determine goals, provide feedback, and limited content editing | Google | Google, Yahoo MSN/Bing | Google, Yahoo MSN/Bing, DMOZ |
| Futures Marketing search engine keyword report | No | No | 1 report |

* Additional fees per email campaign sent. Hosting agreement also required.

Logo Creation/Marketing Solutions

We also offer a cost effective identity creation package including logo, business card, and letterhead. Additional design services such as brochures, Power Point slides, and custom graphics are also available.

Custom Developed Solutions / 3rd Party Integration

We have custom developed solutions ranging from an account opening process with e-signature and back office management for FCMs, customer portals to custom data displays, and have integrated with financial data providers and 3rd party applications such as Salesforce.com, Google, and other systems.

FREE CONSULTATION

For a free consultation about your web site and how we can help you improve your online marketing, contact Shane Stiles at 312.715.1475 / ib@gate39media.com.



gate39MEDIA

In 2000 Shane Stiles, a former web developer with the CME Group founded gate39MEDIA and has been developing web sites and advanced solutions for firms in the financial industry including exchanges, clearing firms, independent brokerages, hedge funds and non-profit organizations including the National Introducing Broker Association (NIBA) where gate39MEDIA also serves as a Board Member. gate39MEDIA is located in Downtown Chicago in the heart of the commodities world.

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