

COMMISSION JUNCTION INTERNATIONAL MARKETING

The international marketing strategy for 2001 will explore PR, Sponsorship and speaking engagement opportunities as well as some advertising focussed around trade shows.

For example the PR “machinery” will be put into gear two to three months before trade shows that have been identified as key to CJ to open opportunities for CJ in various venues. In the same token sponsorship and speaking opportunities will also be sought. In some instances advertising may be contemplated in order to secure a position in a magazine or other publications.

Regardless, the center point of our marketing effort in 2001 will be on and around Trade Shows that will be identified and agreed upon by the international and marketing department.

