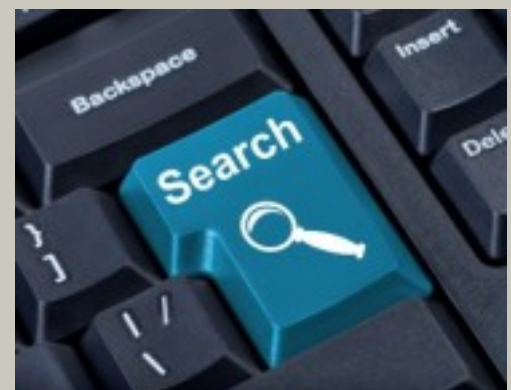




## M3P

### Membership Product Promotion Platform

*Designed from the ground up for Online Directories. It has been built as a complete leading edge solution to reduce your costs, create new revenue streams for your business, and provide a world class consumer experience. All of this packaged in a smart and innovative new solution by Cloud Search Portal, your strategic technology partner.*



T: 416-269-9994 E: [sales@cloudsearchportal.com](mailto:sales@cloudsearchportal.com)

[www.cloudsearchportal.com](http://www.cloudsearchportal.com) | [www.linkedin.com/company/cloud-search-portal](http://www.linkedin.com/company/cloud-search-portal)

Call: 416-269-9994

**M3P** is an online directory service running on cloud technology, and as you may already be aware having best of breed technology running in the cloud brings cost savings advantages directly to you. However, we don't stop there as our product uses leading enterprise search technology to ensure member content is kept up-to-date in real-time. Even more exciting is the advertising engine built inside specifically to leverage the infinite advertising medium that the web delivers. This means you can offer a highly attractive user search experience, increase the visibility of your members, and also generate new non-due revenue streams. All of this in a very smart and innovative leading edge solution that you can deliver to your members as a value added service.

*M3P brings cost savings advantages directly to you, in addition to generating a new non-dues revenue stream.*



### Remain competitive and relevant during this era of rapid technology changes



Adapting to change is one of the number one business challenges that every business faces every day. We all recognize that we are in an ever expanding digital landscape, and technology is all around us. Our customers and consumers will continue to utilize new and more efficient ways to access information, and they are not satisfied with having to navigate static scrollable content that forces them to mouse click through large directories to find what it is they are looking for.

This lesson has already been learned by the big web search engines, the ever increasing use of social platforms for finding content, and the stagnating market that print directories are seeing in recent years. Focused online search is what consumers demand, and the M3P product has been built-to-order, delivering exactly that.

*"Focused online search is what users demand"*

## Continue to provide value-added services



Remaining relevant means providing the best value-added services to your members, whereby they feel they are getting value from your services and their dues. M3P helps you with this by giving you a leading edge platform that not only provides a highly attractive search experience but brings more visibility to your members brands, giving your members additional marketing and advertising opportunity's, and putting the consumers of your site closer to your members products and services.

This not only prevents membership loss but will even increase new enrolment by being seen as having the best-of-breed web technology.

*"Remaining relevant means providing the best value-added services to your members"*

## Reduce directory development costs while creating new revenue

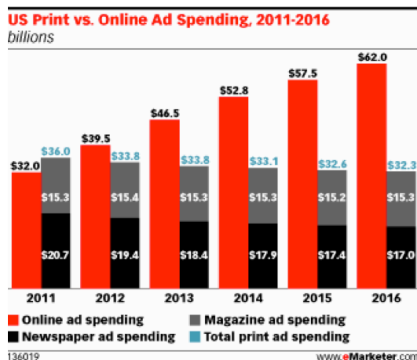
Reducing your operational costs is an important way to stay competitive and to grow your business. We help you with this by leveraging cloud technology, which reduces your need for IT costs related to directory development, software licensing or performing system upgrades. This in turn frees your IT resources to focus on other value added services.

By being your technology partner and expert resource, you will be able to leverage our expertise both when and where you need it.

When web content is not kept up to date it reflects badly to your paying members, not to mention negatively impacts the perception and trust that online consumers will have with your site. M3P constantly crawls related web content to ensure the most relevant information is displayed. This reduces the need for in-house staff to maintain this information manually.

Being seen as having the latest in market-leading technology delivers a competitive advantage to your business, will greatly improve your retention rates, and increase your new registrations. Contact us to see how you can leverage M3P to save money, as well as increase your revenue by 30%. This is an ROI that will make you question why you don't already have it.

*"Leverage M3P to save money, as well as increase your revenue by 30%."*



## Interested in growing revenue beyond just print advertising?

Expanding your business services online creates the opportunity to provide a platform for promoting the products and brands of your membership in the web space. By promoting your members brands you will be able to take advantage of virtually unlimited space for keyword based ad revenue generation, not to mention additional ad revenue generated from banners, skyscrapers, and ad boxes. Remember, you are no longer limited by physical print pages.

*"No longer limited by physical print pages."*

## How does it work?

Cloud Search Portal technology is used to automatically crawl and index the websites of all your member companies. This crawl process starts from the landing page of each website, similar to the way Google or Bing would crawl your website, to create a searchable index. Unlike Google, this index will now only have content from the registered members of your association. The search service can then be accessed from a search box that is placed on the association's website to return results that match any entered member company name or product name keywords. M3P can therefore be deployed with minimal effort required on the part of the association or its membership.

## Business Intelligence Reporting

These are automated reports that are generated monthly. They provide a wealth of actionable information and industry trends insight that is especially valuable to the larger companies. This includes search keyword trends, member search performance, and website SEO optimization.

## Lead Generation

The lead generation feature allows potential buyers to directly request for more information by sending their contact information directly to the member company contact person. Lead generation can be vital to the survival of smaller companies. Social media marketing of the M3P platform may reach potential customers outside traditional marketing reach for many member companies.

## Brand Promotion

Member image or company logo are always presented along with the returned search results, which increases the visibility of their company and helps increase brand recognition.



We want to make getting started easy

Now that you have seen the advantages that M3P can bring to your business, we will work with you every step of the way to ensure a seamless integration to your existing product and service portfolio.

You can launch a pilot and begin sharing with your members almost immediately.

## Why M3P?

- State of the art online directory service
- Built-in advertising engine for additional revenue generation
- Leverage best-of-breed cloud technology and reduce your costs
- Designed and managed by world class enterprise search experts
- An innovative solution that you can offer as a value-added service to your members

## Request an Online Demo



(416) 269-9994



We are very excited about our new M3P product, and feel that it will enhance the way Associations have thought about the value that their online directories bring to their business.

Our competitors use stand-alone directory databases, with content that falls out of synch with the content on members sites. We provide real search engine technology that ensures your members content stays relevant.

We want to be your strategic technology partner, and we will do it by bringing you a low-cost leading edge search technology that actually makes you money, and creates better value for your customers. It's an ROI that will make you question why you don't already have it.

Please call or email us for a quick demonstration or to find out more!

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