Page Tables

0.0 Home			Home Template		
Reference	Label	Content	Version	Content Type	Link/Source
0.0A	Header			Nav	0.1
0.0B	Positioning	Hotwire Interactive helps companies save money and drive new business through integrated digital marketing.	1.0 12/14/01	Copy	
0.0C	Level 1 Nav	Who We Are What We Do Why Choose Us Client Stories Resources	1.0 12/14/01	Nav	1.0 2.0 3.0 4.0 5.0
0.0D	Rotating Flash	[See Flash Scripts]		Flash Media	2.0
0.0E	Startup	How can I **build a marketing presence**, when we're not even on the map?	1.0 12/14/01	Copy	2.1
0.0F	Expanding	How can I **grow new business** while my budget shrinks?	1.0 12/14/01	Copy	2.2
0.0G	Established	How can I **earn loyal customers** when everybody wants their attention?	1.0 12/14/01	Copy	2.3
0.0H	News	[Headlines]		Crosslink	5.1
0.0J		Get monthly tips on IDM strategy Join [Button]	1.0 12/14/01	Form Crosslink	5.22
0.0K	Site Eval	How Does Your Site Stack Up? Find out how effective your web site is at turning visitors into customers. Request a free custom analysis with specific recommendations you can use today.	1.0 12/14/01	Crosslink	1.53

0.1 Header Navigation			Global Header		
Reference	Label	Content	Version	Content Type	Link/Source
0.1A	Logo	[Hotwire Logo]		Graphic	0.0
0.1B	Contact Us	Contact Us	1.0 12/14/01	Copy	1.51
0.1C	Press Kit	Press Kit	1.0 12/14/01	Copy	5.4
0.1D	Login	Client Login	1.0 12/14/01	Copy	0.11

0.11 Login			Detail Template		
Reference	Label	Content	Version	Content Type	Link/Source
0.11A	Overview	**Enjoy the Convenience of a Private Client Site** When you become our client, we set up a private site just for you. What's more, we keep the site up well after the project's complete, just in case you want to review the details, or re-use an idea. • Login with a secure password • Track the progress of your project any time • View your designs and documents online • Save time with fewer onsite meetings • Reduce e-mail clutter and attachments	1.0 01/04/02	Copy	
0.11B	Instructions	Please enter your **User ID** and **Password** in the fields below and click **Log In**.	1.0 01/04/02	Copy	
0.11C	Login	User ID [fill-in box] Password [fill-in box] Log In [button]	1.0 01/04/02	Form	Client Site
0.11D	Tour	**Visit a Sample Client Site** Take a tour and see what you can expect from your own client site.	1.0 01/04/02	Crosslink	3.31
0.11E	Testimonial	[TBD]		Crosslink	4.1n
0.11F	Site Eval	**Site Need Help?** Find out now with our free custom analysis of your web site.	1.0 01/04/02	Crosslink	1.53

0.2 Footer Navigation			Global Footer		
Reference	Label	Content	Version	Content Type	Link/Source
0.2A	Copyright	Copyright © 2002 Hotwire Interactive, Inc.	1.0 12/14/01	Copy	0.21
0.2B	Privacy	Privacy	1.0 12/14/01	Copy	0.22
0.2C	Feedback	Feedback	1.0 12/14/01	Copy	0.23
0.2D	Info Request	info@hotwireinteractive.com	1.0 12/14/01	Copy	mailto
0.2E	Phone	480-451-9815	1.0 12/14/01	Copy	

0.21 Copyright			Detail Template		
Reference	Label	Content	Version	Content Type	Link/Source
0.21A	Copyright	**Copyright**	1.2 01/04/02	Copy	

		Copyright © 2000–2002 Hotwire Interactive, Inc. All rights reserved. Any rights not expressly granted herein are reserved. Linking to Hotwire Interactive content is permitted so long as the content does not appear to be a part of the linking site, but solely the content of Hotwire Interactive. Printing Hotwire Interactive site content for personal or private use is permitted.			
0.21B	Trademarks	**Trademarks**	1.1 01/01/02	Copy	
		The Hotwire logo is a trademark of Hotwire Interactive, Inc. All other Hotwire Interactive products referenced herein are trademarks of Hotwire Interactive. All other Hotwire Interactive services and solutions referenced herein are service marks of Hotwire Interactive, Inc. No use of the Hotwire Interactive logo, trademarks, or service marks is permitted without prior written consent from Hotwire Interactive, Inc.			
		The names of actual companies and products mentioned herein may be the trademarks of their respective owners. The example companies, organizations, products, people, and events depicted herein are fictitious. No association with any real company, organization, product, person, or event is intended or should be inferred.			

0.22 Privacy			Detail Template		
Reference	Label	Content	Version	Content Type	Link/Source
0.22A	Overview	**Hotwire Interactive Respects Your Privacy**	1.0 12/14/01	Copy	
		We always protect the confidentiality and privacy of our clients. We use the information we gather from our site to improve the service we provide. You can read the privacy policy in full below, but take our assurance that we will only make appropriate use of information we gather. If you feel that we are not abiding by our policy, please contact us immediately.			
0.22B	Info Use	**Information Collection and Use**	1.0 12/14/01	Copy	
		Hotwire Interactive is the sole owner of the information collected on this site. We will not sell, share, or rent this information to others in ways different from what is disclosed in this statement. Hotwire Interactive collects information from our users at several different points on our website.			
0.22C	Cookies	**Cookies**	1.0 12/14/01	Copy	
		A cookie is a piece of data stored on the user's hard drive containing information about the user. Usage of a cookie is in no way linked to			

any personally identifiable information while on our site. Once the user closes their browser, the cookie simply terminates. For instance, by setting a cookie on our site, the user would not have to log in a password more than once, thereby saving time while on our site. If a user rejects the cookie, they may still use our site. The only drawback to this is that the user will be limited in some areas of our site. Cookies can also enable us to track and target the interests of our users to enhance the experience on our site.

| 0.22D | Logs | **Log Files** | 1.1 01/04/02 | Copy | |

We use IP addresses to analyze trends, administer the site, track user movement, and gather broad demographic information for aggregate use. IP addresses are not linked to personally identifiable information.

| 0.22E | Sharing | **Sharing** | 1.0 12/14/01 | Copy | |

We will share aggregated demographic information with our partners and advertisers. This is not linked to any personal information that can identify any individual person.

| 0.22F | Links | **Links** | 1.0 12/14/01 | Copy | |

This web site contains links to other sites. Please be aware that we, Hotwire Interactive, are not responsible for the privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of each web site that collects personally identifiable information. This privacy statement applies solely to information collected by this Web site.

| 0.22G | Unsubscribe | **Newsletter** | 1.0 12/14/01 | Copy | 5.22 |

If a user wishes to subscribe to our newsletter, we ask for contact information such as name and email address. If a user wishes to unsubscribe, they may follow the link in each e-mail, or use our online form.

| 0.22H | Surveys | **Surveys** | 1.0 12/14/01 | Copy | |

From time-to-time, our site requests information from users via surveys. Participation in these surveys is voluntary and the user therefore has a choice whether or not to disclose this information. Information requested may include contact information (such as name and shipping address), and demographic information (such as zip code, age level). Survey information will be used for purposes of monitoring or improving the use and satisfaction of this site.

| 0.22J | Referrals | **Tell-A-Friend** | 1.0 12/14/01 | Copy | |

If a user elects to use our referral service for informing a friend about

		our site, we ask them for the friend's name and email address. Hotwire Interactive will automatically send the friend a one-time email inviting them to visit the site. Hotwire Interactive stores this information for the sole purpose of sending this one-time email. The friend may contact Hotwire Interactive to request the removal of this information from their database.		
0.22K	Security	**Security**	1.0 12/14/01	Copy
		This website takes every precaution to protect our users' information. When users submit sensitive information via the website, your information is protected both online and off-line.		
		We also do everything in our power to protect user-information off-line. All of our users' information, not just the sensitive information, is restricted in our offices. Only employees who need the information to perform a specific job are granted access to personally identifiable information. Furthermore, ALL employees are kept up-to-date on our security and privacy practices.		
		If you have any questions about the security at our website, you can send an email to info@hotwireinteractive.com.		
0.22L	Opt-in	**Choice/Opt-In**	1.1 01/04/02	Copy
		Our users are given the opportunity to 'opt-in' to receiving emails. Users who no longer wish to receive emails may opt-out of receiving these communications by selecting the link to unsubscribe in any e-mail or by e-mailing their unsubscribe request to us at info@hotwireinteractive.com.		
0.22M	Notification	**Notification of Changes**	1.0 12/14/01	Copy
		If we decide to change our privacy policy, we will post those changes on our privacy policy page so our users are always aware of what information we collect, how we use it, and under circumstances, if any, we disclose it. If at any point we decide to use personally identifiable information in a manner different from that stated at the time it was collected, we would notify users by way of an email. Users will have a choice as to whether or not we use their information in this different manner. We will use information in accordance with the privacy policy under which the information was collected.		
0.22N	Contact Us	**Contact Us**	1.1 01/01/02	Copy Crosslink
		Hotwire Interactive, Inc. 8938 E. Meadow Hills Suite 100 Scottsdale, AZ 85260		

480.451.9815

0.23 Feedback			Detail Template		
Reference	Label	Content	Version	Content Type	Link/Source
0.23A	Overview	**We Welcome Your Feedback (Bring it On!)** We're experts in expertise in experience design because we listen to our audience and take action. We take care to make our site accessible and our messages clear. If you find anything confusing or if we have made a mistake, let us know and we'll fix it. Of course, we like praise too. A site works when one doesn't notice it. But if you realize it was easy to find what you needed, we did our job. If you're a client, please contact us directly or visit your private site. Hotwire Interactive, Inc. 8938 E. Meadow Hills Suite 100 Scottsdale, AZ 85260 480.451.9815 Web site feedback: feedback@hotwireinteractive.com Hotwire business development: info@hotwireinteractive.com Employment opportunities: opportunities@hotwireinteractive.com Partnership opportunities: partners@hotwireinteractive.com Newsletter Feedback: thewire@hotwireinteractive.com	1.2 01/04/02	Copy	
0.23D	Contact Us	**Get In Touch** We've made it quick and easy with our <u>online form</u>.	1.1 01/02/02	Copy Crosslink	1.51

1.0 Who We Are			Level 1Template		
Reference	Label	Content	Version	Content Type	Link/Source
1.0A	Header			Nav	0.1
1.0B	Level 1 Nav	Who We Are What We Do Why Choose Us	1.0 12/14/01	Nav	1.0 2.0 3.0

		Client Stories			4.0
		Resources			5.0
1.0C	Level 2 Nav	Background	1.0 12/14/01	Nav	1.1
		Management			1.2
		Alliances			1.3
		Careers			1.4
		Contact Us			1.5
1.0D	About Us	**We Are the Firm that Builds Your Business**	1.1 01/04/02	Copy	
		We help you drive new sales, extend your business, and save money. We are experts at digital marketing strategy. Using your web site as the foundation, we tighten the connections to your online and traditional campaigns. This supports and extends your sales cycle. Your marketing is more effective and you save money. We demonstrate improved results and show a nice return on your investment.			
		Our co-founders have more than 20 years experience managing programs and budgets inside high-tech companies. We blend old-school marketing with honed digital processes, which generates leads and builds customer loyalty.			
1.0E	Image			Graphic	
1.0F	Quote	[TBD]		Crosslink	4.1n
1.0G	News	[Headline]	1.0 01/04/02	Crosslink	5.1
1.0H	Consult	**See For Yourself**	1.0 01/04/02	Crosslink	1.52
		Get a free 1-hour consultation and see if we don't impress you.			

1.1 Background			Detail Template		
Reference	Label	Content	Version	Content Type	Link/Source
1.1A	Background	**We Built the Firm We Wanted to Find**	1.0 01/04/02	Copy	
		We're sure it's the firm you want too. Digital marketing requires more than visual design skills. It draws from traditional disciplines like marketing and programming, but also enters new territory like experience design.			
		Frankly, digital marketing allows us to achieve more than ever. With more information, we have greater control over our programs. As a result, we show greater returns and are more cost-effective.			
		What is Experience Design?			

You understand marketing, but the role of experience design might be new to you. It's the practice of managing how audiences interact with information.

Think of how a movie director influences how an audience feels by where she puts her camera and what she shows in the frame. Now imagine how complicated the director's decisions become if she knows that the audience may choose which camera angle they want.

Digital marketing uses experience design to manage the choices open to an audience and how they can make them. It melds disciplines in the same way marketing marries statistics, sociology, and psychology with fine art and writing. Digital marketing uses instructional design, computer-human interaction design, and information architecture. But it also embraces artistic skills such as editing and directing.

Reference	Label	Content	Version	Content Type	Link/Source
1.1B	What We Do	**But What Can It Do?**	1.0 01/04/02	Crosslink	2.0
		Find out for yourself the programs Hotwire Interactive puts together.			
1.1C	White Paper	**Need More Background?**	1.0 01/04/02	Crosslink	5.21
		We put more deep thoughts (relatively) into this white paper.			

1.2 Management			Detail Template		
Reference	Label	Content	Version	Content Type	Link/Source
1.2A	Overview	**We've Been In Your Shoes**	1.1 01/04/02	Copy	
		Our co-founders are marketers. They built programs and managed budgets inside high-tech companies. The companies ranged in size from start-ups to enterprises. In their leadership roles, they pioneered digital marketing and honed techniques that show strong ROI and consistent results.			
		In their roles in other companies, our founders dealt with service providers and consulting firms. They appreciated and expected great service, and now ensure that we deliver that to our clients.			
		We recruit senior-level talent to maintain our expertise in digital marketing. Our principal management includes:			
1.2B	President	Heather Clark, CEO & Co-founder	1.0 01/02/02	Copy	1.21
1.2C	VP	Kevin Troy Darling, VP & Co-founder	1.0 01/02/02	Copy	1.22
1.2D	Director	Samantha Lang, Creative Director	1.0 01/02/02	Copy	1.23
1.2E	Drive Business	**Get in the Race**	1.0 01/04/02	Crosslink	3.1

		See how we can <u>drive new business</u> for your company.			
1.2F	Newsletter	**Catch Our Pace**	1.0 01/04/02	Crosslink	5.22
		We share our secrets every month in our e-mail <u>newsletter</u>.			

1.21 President			Detail Template		
Reference	Label	Content	Version	Content Type	Link/Source
1.21A	President	**Heather Clark** **CEO & Co-founder** Heather Clark has served as a vital member of multiple executive teams at both public and private companies. She is an expert at increasing sales. Leveraging the strengths of both online and offline marketing, she has successfully built brands, increased customer bases, developed customer relationships, streamlined partner communications, delivered applications, and accurately measured results. During the past eight years, she's delivered dramatic results through the creation and management of more than 25 corporate web sites, intranets, and extranets. Before founding Hotwire Interactive, Ms. Clark was the Director of Web Services for Interact.com, a division of Interact Commerce Corporation. There, she played an integral role on the executive team, building and launching a new web-based product. Her achievements included creating an integrated marketing strategy, managing, developing, and measuring the implementation across multiple teams and divisions. Her efforts exceeded the company's subscription goals. She and her team drew a subscriber base of more than 9,000 in two months. In addition, she spearheaded the creation of the interactive product demo, which drew 3,000 subscribers in its first month. Prior to Interact, Ms. Clark lead both marketing and product web development teams for several high tech companies, including Mastering Computers and KnowledgeNet. At Mastering Computers, as well as at KnowledgeNet, she developed the company's first web marketing strategy. To execute, she aligned web sites, direct e-mail, on-line advertising, and web programs based on key business goals. Her strategy quadrupled the number of unique visitors to the Mastering Computers corporate web site, resulting in more than 3,000 leads per month. Similarly for KnowledgeNet, she leveraged the web as a strong lead generator, bringing in 50% of the company's total leads. A graduate of the University of Arizona, she holds a BA in Psychology.	1.0 12/14/01	Copy	

Reference	Label	Content	Version	Content Type	Link/Source
1.21B	Our Strategy	**Inform Your Strategy**	1.0 01/06/02	Crosslink	3.2
		Use our triangle formula to build a strategy that drives business.			
1.21C	Consult	**Need a Little Advice?**	1.0 01/06/02	Crosslink	1.52
		You can pick our brain in a free one-hour consultation.			

1.22 Vice President			Detail Template		
Reference	Label	Content	Version	Content Type	Link/Source
1.22A	VP	**Kevin Troy Darling** **Vice President & Co-founder** Kevin Troy Darling has specialized in leading key creative teams in high-tech companies. He has more than 15 years management and editorial experience covering information technology, marketing, customer service, and training. In companies such as KnowledgeNet, Mastering Computers, Platinum Technology, and Interact Commerce Corp (SalesLogix), Troy's teams helped to mature product offerings increasing sales and profitability. For Interact, Troy architected the Interact.com web application and marketing web site. He also led the content management team that developed the business rules defining how more than 30 service and content providers would integrate seamlessly. Before Interact, Troy led curriculum development teams at KnowledgeNet and Mastering computers. He developed business practices that reduced time to market of new training products from six months to one month. At the same time, his teams increased the profile of products with improved branding, and enhanced content. At KnowledgeNet, Troy's team developed the first eLearning Live curriculum, helping to define the unique style and delivery that has made it a premier product line. Concurrently, Troy has also served as creative director for marketing and publishing projects for both web and print. For three years, Troy was the managing editor of *Windows Tips & Secrets*, an IT-industry monthly newsletter with more than 30,000 subscribers. Additionally, he developed web sites at every company he's been a part of since the advent of the World Wide Web. Troy informs his creative approach to business projects with more than two decades experience in the fine arts as an editor, writer, and performer. Troy earned a BFA in Creative Writing from the University of Nevada,	1.1 01/06/02	Copy	

Reference	Label	Content	Version	Content Type	Link/Source
		Las Vegas.			
1.22B	Our Strategy	**Inform Your Strategy**	1.0 01/06/02	Crosslink	3.2
		Use our triangle formula to build a strategy that drives business.			
1.22C	Consult	**Need a Little Advice?**	1.0 01/06/02	Crosslink	1.52
		You can pick our brain in a free one-hour consultation.			

1.23 Creative Director			Detail Template		
Reference	Label	Content	Version	Content Type	Link/Source
1.23A	Creative Dir	**Samantha Lang** **Creative Director**		Copy	
		[BIO TBD]			
1.23B	Our Strategy	**Inform Your Strategy**	1.0 01/06/02	Crosslink	3.2
		Use our triangle formula to build a strategy that drives business.			
1.23C	Consult	**Need a Little Advice?**	1.0 01/06/02	Crosslink	1.52
		You can pick our brain in a free one-hour consultation.			

1.3 Alliances			Detail Template		
Reference	Label	Content	Version	Content Type	Link/Source
1.3A	Overview	**Alliances Extend Our Custom Strategies**	1.1 01/06/02	Copy	
		We build solutions to complement your production capabilities. Our alliances with key businesses allow us to provide powerful technology and services on demand.			
		At the same time, we build relationships with advertising agencies, development firms, and other companies that want to extend exceptional digital marketing to their clientele.			
		If you feel your services complement our strategies, please call us or use our online form to get in touch with us.			
1.3B	Partners	We have established relationships with the following premier service and technology partners:	1.0 01/06/02	Copy	1.31
		MindGame Marketing, Inc.			
		www.mindgamemarketing.com			
		The leading provider of proven marketing strategies and programs, with more than 30 years high technology experience, delivers			

innovative, intelligent marketing strategies and programs that enable companies to grow faster with programs that deliver real ROI and increased financial success.

Through easy-to-implement, integrated solutions, MindGame Marketing builds, manages and executes activities at any critical point in an organization's growth allowing a clear focus on revenue. Proven methodologies provide customers with rapid execution and a validated process for measuring results. Over 500 companies worldwide have already benefited from the experience of the MindGame Marketing partners approach and programs.

messageREACH

www.messagereach.com

messageREACH is a service of Xpedite. Founded in 1988, Xpedite is a global leader in multimedia information distribution to electronic addresses. They currently operate the largest independent IP network for message delivery worldwide, processing over 7 million document pages and electronic messages every day. Headquartered in Tinton Falls, New Jersey, USA, Xpedite has sales offices in more than 50 cities around the world, including all of the leading financial centers.

messageREACH specializes in high-volume distribution, tracking, security, administration and reporting for e-mail applications.

Their experience in all forms of messaging comes with the promise of reliable execution, excellence in reporting and unmatched customer support.

1.3C	Our Strategy	How Do We Fit?	1.0 01/06/02	Crosslink	3.2
		Investigate how our strategies match with your offerings.			
1.3D	White Paper	Need to Know More?	1.0 01/06/02	Crosslink	5.21
		Our white paper provides deeper background on our approach.			

1.31 Partners Form			Detail Template		
Reference	Label	Content	Version	Content Type	Link/Source
1.31A	Instructions	**Become an Alliance Partner**	1.0 01/06/02	Copy	
		We are always looking for firms who can extend the power of our solutions for our clients. If you would like to explore a relationship with Hotwire Interactive, please use this online form, or call us today.			
		Please provide some basic information about yourself. To submit this			

		form, you will need to fill in all **bolded** fields.			
0.0D	Form	[TBD]		Form	1.311

1.311 Partner Thanks			Detail Template		
Reference	Label	Content	Version	Content Type	Link/Source
1.311A	Thanks	**Thank You for Your Interest**	1.0 01/06/02	Copy	
		A representative of Hotwire Interactive will contact you within the next few business days. We look forward to exploring how we can complement each other's business solutions.			
1.311B	Drive Business	**Need a Fresh Approach?**	1.0 01/06/02	Crosslink	3.1
		See how our solutions help drive new business for our clients.			
1.311D	White Paper	**Get Web Site ROI**	1.0 01/06/02	Crosslink	5.21
		Learn how to get better Net returns with our strategic white paper.			

1.4 Careers			Detail Template		
Reference	Label	Content	Version	Content Type	Link/Source
1.4A	Overview	**Join the Hotwire Interactive Team**	1.1 01/02/02	Copy	
		We perpetually grow our TalentNetwork™ of freelance developers and designers. Having the best creative talent readily available benefits our clients and us.			
		If you have an interdisciplinary background and demonstrate leadership and innovation in your field, please get in touch.			
1.4B	Open Positions	[TBD]		Copy	
1.4C	Full-time Form	Submit your resume	1.0 12/14/01	Form	1.41
1.4D	Freelance Form	Join our freelance TalentNetwork™	1.0 12/14/01	Form	1.42
1.4E	Newsletter	**Stay In Touch**	1.0 01/06/02	Crosslink	5.22
		Join our e-newsletter to keep informed about our latest findings.			
1.4F	How We Do It	**Work with Hotwire**	1.0 01/06/02	Crosslink	3.3
		Take a look at our process to find our how we do it.			

1.41 Full-time Form			Detail Template		
Reference	Label	Content	Version	Content Type	Link/Source
1.41A	Instructions	**Join the Hotwire Interactive Team** Hotwire Interactive looks for senior-level candidates who meet the skill and experience requirements for our available positions. We seek candidates who demonstrate creative, innovative thinking and who have broad interdisciplinary backgrounds. Hotwire Interactive supports diversity in the workplace. We are an Equal Opportunity Employer. Please provide some basic information about yourself. To submit this form, you will need to fill in all **bolded** fields.	1.0 12/14/01	Copy	
1.41B	Full-time Form	[TBD]		Form	1.411

1.411 Application Thanks			Detail Template		
Reference	Label	Content	Version	Content Type	Link/Source
1.411A	Thank You	**Thank you for submitting your resume** We're very pleased to have this opportunity to connect with you. A representative of Hotwire Interactive will contact you within the next few business days. Hotwire Interactive, Inc. 8938 E. Meadow Hills Suite 100 Scottsdale, AZ 85260 Phone: 480-451-9815 E-mail: info@hotwireinteractive.com	1.2 01/06/02	Copy	
1.411B	Newsletter	**Stay In Touch** Join our e-newsletter to keep informed about our latest findings.	1.0 01/06/02	Crosslink	5.22
1.411C	What We Do	**Work with Hotwire** Take a look at our what we do to see how you can add value.	1.0 01/06/02	Crosslink	2.0

1.42 Freelance Form			Detail Template		
Reference	Label	Content	Version	Content Type	Link/Source
1.42A	Instructions	**Join the Hotwire Interactive Team** Hotwire Interactive looks for senior-level candidates who meet the skill and experience requirements for our available positions. We seek	1.0 12/14/01	Copy	

Reference	Label	Content			
		candidates who demonstrate creative, innovative thinking and who have broad interdisciplinary backgrounds. Hotwire Interactive supports diversity in the workplace. We are an Equal Opportunity Employer.			
		Please provide some basic information about yourself. To submit this form, you will need to fill in all **bolded** fields.			
1.42B	Freelance Form	[TBD]		Form	1.411

1.5 Contact Us			Detail Template		
Reference	Label	Content	Version	Content Type	Link/Source
1.5A	Overview	**Why Wait to Increase Your Bottom Line?**	1.0 01/06/02	Copy	
		Contact us today to begin your relationship with Hotwire Interactive. The links below provide any number of unique ways to get in touch with us. Also, we have included some free services that provide an excellent way to evaluate our expertise and solutions.			
1.5B	Contact Info	Hotwire Interactive, Inc. 8938 E. Meadow Hills Suite 100 Scottsdale, AZ 85260 Phone: 480-451-9815 E-mail: info@hotwireinteractive.com	1.0 01/06/02	Copy	
1.5C	Contact Us	Online Contact Form	1.0 01/06/02	Copy	1.51
1.5D	Free Consult	Free 1-hour Consultation	1.0 01/06/02	Copy	1.52
1.5E	Site Eval	Free Site Evaluation	1.0 01/06/02	Copy	1.53
1.5F	News	[Headline]		Crosslink	5.1
1.5G	Press Kit	**Electronic Press Kit**	1.0 01/06/02	Crosslink	5.4
		We've put together all our pertinent background in one location.			

1.51 Contact Form			Detail Template		
Reference	Label	Content	Version	Content Type	Link/Source
1.51A	Instructions	**Get in Touch With Hotwire Interactive Today**	1.2 01/06/02	Copy	
		Please provide some basic information about yourself and your company. To submit this form, you will need to fill in all **bolded** fields.			
		Hotwire Interactive, Inc. 8938 E. Meadow Hills			

		Suite 100			
		Scottsdale, AZ 85260			
		Phone: 480-451-9815			
		E-mail: info@hotwireinteractive.com			
1.51B	Contact Form	[TBD]		Form	1.511

1.511 Contact Thanks			Detail Template		
Reference	Label	Content	Version	Content Type	Link/Source
1.511A	Thanks	**Thank You for Contacting Us**	1.2 01/06/02	Copy	
		We're very pleased to have this opportunity to connect with you. A representative of Hotwire Interactive will contact you within the next few business days.			
		Hotwire Interactive, Inc.			
		8938 E. Meadow Hills			
		Suite 100			
		Scottsdale, AZ 85260			
		Phone: 480-451-9815			
		E-mail: info@hotwireinteractive.com			
1.511B	Client Stories	**Some Client Solutions**	1.0 01/06/02	Crosslink	4.0
		See case studies on how we've helped clients achieve their goals.			
1.511C	White Paper	**Drive New Business**	1.0 01/06/02	Crosslink	5.21
		Our white paper shows how to drive sales even in tight markets.			

1.52 Consult Form			Detail Template		
Reference	Label	Content	Version	Content Type	Link/Source
1.52A	Instructions	**Get Strategies that Deliver Strong Returns**	1.1 01/06/02	Copy	
		During our consultation, we'll get to know you and your business. We'll find solutions to help you achieve your goals. Schedule a free consultation and we'll show you how to drive business with integrated digital marketing strategies.			
		Please provide some basic information about yourself and your company. To submit this form, you will need to fill in all **bolded** fields.			
1.52B	Consult Form	[TBD]		Form	1.521

1.521 Consult Thanks			Detail Template		
Reference	Label	Content	Version	Content Type	Link/Source
1.521A	Thanks	**Thank You for Requesting a Free Consultation** A Hotwire Interactive representative will contact you to schedule an appointment. Hotwire Interactive, Inc. 8938 E. Meadow Hills Suite 100 Scottsdale, AZ 85260 Phone: 480-451-9815 E-mail: info@hotwireinteractive.com	1.1 01/04/02	Copy	
1.521B	Client Stories	**Some Client Solutions** See case studies on how we've helped clients achieve their goals.	1.0 01/06/02	Crosslink	4.0
1.521C	White Paper	**Drive New Business** Our white paper shows how to drive sales even in tight markets.	1.0 01/06/02	Crosslink	5.21

1.53 Site Eval Form			Detail Template		
Reference	Label	Content	Version	Content Type	Link/Source
1.53A	Instructions	**Get More Out of Your Site** Your customers live in a digital world. Do you? Sign up for a free evaluation from Hotwire. We'll rate your site according to eighteen factors critical to effective digital marketing. We'll rate how well you: • Use online real estate to achieve business goals • Provide unique experiences for individual market segments by creating strategic content • Present messaging that becomes increasingly targeted as users click through defined paths • Display calls to action at key points to drive acquisition. • Encourage customer loyalty To submit this form, you will need to fill in all **bolded** fields.	1.1 01/06/02	Copy	
1.53B	Eval Form	[TBD]		Form	1.531

1.531 Site Eval Thanks			Detail Template		
Reference	Label	Content	Version	Content Type	Link/Source
1.531A	Thanks	**Thank you for requesting a free site evaluation** The evaluation will arrive via e-mail usually within three business days. If this takes longer, please contact us directly as there may have been a problem with your e-mail address. Hotwire Interactive, Inc. 8938 E. Meadow Hills Suite 100 Scottsdale, AZ 85260 Phone: 480-451-9815 E-mail: info@hotwireinteractive.com	1.2 01/06/02	Copy	
1.531B	Client Stories	**Some Client Solutions** See case studies on how we've helped clients achieve their goals.	1.0 01/06/02	Crosslink	4.0
1.531C	White Paper	**Drive New Business** Our white paper shows how to drive sales even in tight markets.	1.0 01/06/02	Crosslink	5.21

2.0 What We Do			Level 1 Template		
Reference	Label	Content	Version	Content Type	Link/Source
2.0A	Header			Nav	
2.0B	Level 1 Nav	Who We Are **What We Do** Why Choose Us Client Stories Resources	1.0 12/14/01	Nav	1.0 2.0 3.0 4.0 5.0
2.0C	Level 2 Nav	Start-up Expanding Established	1.0 12/14/01	Nav	2.1 2.2 2.3
2.0D	Packages	**We Build Effective Digital Marketing** Our web sites and e-marketing campaigns integrate with traditional marketing and provide superior returns. Whatever your business plan, we create a custom solution to fit your needs. Using your web site as the foundation, we integrate your online and offline (traditional) marketing. By tightening the connections between these vehicles, we drive greater results and larger returns.	1.0 01/06/02	Copy	

One Size Does Not Fit All

The kind of solution a company needs also depends on where they are at in their growth cycle. A start-up company has needs that are unique from a business that is expanding. What's more, an established company will place special demands on their digital marketing that a start-up does not need.

Where Is Your Company?

Start-up

- We've been up for a year or less
- Our web site needs to build our brand credibility for clients, press, and investors
- We also need to aggressively generate leads

Expanding

- We've been around long enough to establish our brand
- Our web site needs to help develop new markets
- Our marketing must differentiate us from our competitors
- We need leads to extend our reach

Established

- We have mature products and several lines of business
- We use web sites to support channels, clients, and products
- Our marketing needs to maintain our client base
- We must continue to build our market share

Reference	Label	Content	Version	Content Type	Link/Source
2.0E	Image			Graphic	
2.0F	Quote	[TBD]		Crosslink	4.1n
2.0G	Strategy	**Strategy to Drive Sales**	1.0 01/06/02	Crosslink	3.2
		Look into how our <u>strategic solutions</u> work to drive new business.			
2.0H	Site Eval	**On the Right Track?**	1.0 01/06/02	Crosslink	1.53
		See if your site supports your goals with our <u>free custom analysis</u>.			

2.1 Start-up			Detail Template		
Reference	Label	Content	Version	Content Type	Link/Source
2.1A	Overview	**Start-Up Companies**	1.0 01/06/02	Copy	
		A Start-up company needs to grow wisely. You don't want to bust your marketing budget on the web site, but you need brand credibility right			