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“MAGIC” SUITE OF ONLINE MARKETING SYSTEMS SOLVE INTERNET PROMOTION
PROBLEMS WHILE LOWERING COSTS FOR BUSINESSES

Orange County, CA—After extensive research and testing, Voodoo™, an online marketing systems developer and video content producer in Southern California, announced today the public release of its complete suite of “Voodoo Magic Systems.”

Voodoo Magic Systems are video-enabled web applications designed to overcome the limitations of previously available methods of marketing and advertising via the internet.

“The complete suite consists of four systems that together provide a complete online marketing solution,” said Voodoo co-founder Rick Davis, a video and web producer for 17 years. “Each system automates a vital online marketing function.”

Sales Magic automates web-based sales processes, and has been shown to multiply their effectiveness. *Referral Magic* automates the process of generating qualified leads via direct customer referrals. *Customer Service Magic* automates client and customer outreach on any schedule, for any business purpose, including recurring sales. And *Information Magic* automates the delivery and tracking of information-on-demand—an otherwise high-cost, repetitive process.

“Video is the most powerful way to tell a story. We had to devise a way to get our clients’ video behind closed doors, into people’s offices and homes. Our Magic Systems do it,” said Davis.

Prior to the introduction of Voodoo Magic Systems, companies have had difficulty using traditional advertising and marketing techniques on the worldwide web. Most promotional e-mails with HTML graphics or embedded video get blocked by spam and pop-up filters.

“The nature of our systems helps them bypass internet filtering to a high degree,” said Voodoo’s other co-founder and 25-year marketing consultant Robert Cassard. “We’ve tested them extensively with US businesses, even internationally with companies on other continents, and they have a remarkably high degree of penetration,” Cassard said.

Voodoo Magic Systems help maximize sales, build referrals and enhance “personal” contact with existing customers. They use a proprietary creative strategy and distribution method to motivate viewers to engage the applications with a single mouse click.

“One click and the customer’s screen comes to life with a carefully crafted Video Sales Message, or VSM,” says Cassard. “When the VSM is targeted, personalized, and offers the right incentive and interactivity, customers eagerly take the *next* step,” Cassard said.

Voodoo has tested numerous VSMs since last year, and they’ve produced dramatic and measurable return-on-investment for companies in a variety of business sectors.

“Multiple business-to-consumer clients have experienced *exponential* increases in business since launching their VSM-enhanced websites and using the Voodoo Magic Systems,” said Davis.

“CalSurance, one of our large business-to-business clients, has modified their company’s business model based on the success of the systems,” Davis said.

For more information, visit the Voodoo website at www.voodooviral.com or call 949-309-2847 ext. 72.

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