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Media Contact: Liz Bearce
IMN
781-890-4700 ext. 260

IMN to Host Video Marketing Webinar for Direct Selling Organizations with It Works! Marketing

“Share it, Watch it, Sell it – How to Drive Direct Selling Sales & Recruitment with Viral Video”

Webinar to address a new take on driving leads, recruitment, and customer acquisition for Direct Selling companies

WALTHAM, Mass. – August 4, 2010 – [IMN](#), an e-communications company serving the direct selling industry, today announced a free marketing webinar for party plan and network marketing organizations. The webinar will address how e-communications and online video can be used to drive sales and recruitment, as well as brand awareness and product excitement, for direct selling firms. It Works! Marketing CEO, Mark Pentecost, will join Sebastian Leonardi, IMN’s Vice President of Direct Selling and Multichannel Markets, to provide attendees with real-world perspectives on viral marketing via video sharing and how this is working for It Works.

Online video is a great way for direct selling organizations to build the credibility that comes with personal presentations, to promote the benefits of their products and opportunities in a way that is particularly engaging for their customer audience, and most importantly, to directly drive more referrals. Combining online video and social media sharing as part of an overall e-communications program, enables the direct selling firm to propagate their message virally across a wide variety of online environments

“Share it, Watch it, Sell it – How to Drive Direct Selling Sales & Recruitment through Viral Video” will address important questions facing direct selling organizations as they look to spread their message far and wide:

- What's so special about video?
- How are direct selling companies getting in on the action?
- Why did It Works! choose to include video in their e-communication program?
- How can I include video in my marketing strategy?

“Direct Selling organizations need to stay ahead of the curve to make sure they are reaching as many customers and prospects as possible and to ensure their messaging and branding are protected,” said Sebastian Leonardi. “It Works! Marketing has created a solid e-communications program with IMN that includes video, e-newsletters, and social networking. Our webinar will educate direct selling executives and top consultants on best practices for video marketing, focusing on the types of content and messaging that will resonate best with all of their audiences. ”

Webinar Information:

Tuesday, August 24, 2010, 2 pm ET/11 am PT

Register by clicking here: <https://www1.gotomeeting.com/register/416935184>

About IMN

Founded in 1999, IMN is a Software as a Service (SaaS) provider, specializing in content-driven e-communications services. With two flagship offerings for the direct selling industry, [Party Pulse™](#) and [NetConnect™](#), IMN helps direct selling companies support their consultants and distributors with multimedia-capable email and e-newsletters designed to drive measurable brand impact and product visibility for the direct selling company, as well as sales and recruits for consultants and distributors. IMN also provides a comprehensive automated solution for managing all of the content for such collaborative e-marketing programs, freeing sales representatives from the need to create content. IMN serves customers worldwide and has been embraced by innovative direct selling companies such as Scentsy, Thirty-One, Saladmaster, Medifast, and Private Quarters. It also serves major corporations such as Shell Oil, Wachovia, Sage, and ING. Additional information can be found at <http://partypulse.com>, <http://imnnetconnect.com>, or by calling 1-866-964-6397.

About It Works! Marketing

It Works! Marketing was founded in 2001 by CEO Mark Pentecost and is a network marketing company that offers high quality beauty, wellness, and health products. It Works! Marketing collaborated with business experts across the United States to create a rewarding multi-level marketing plan that would give people the ability to maintain a successful home based business and experience success as an entrepreneur. Today, It Works! Marketing has thousands of independent distributors all over the world.

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