



Fortune Web Marketing and Thalerus Group Collaborate on VIBENet

Fortune Web Marketing & Thalerus Group have collaborated to expand the online marketing and search engine friendly aspects of VIBENet.

Asbury Park, NJ (October 30, 2014) – Fortune Web Marketing and Thalerus Group have announced a collaboration that will join the internet marketing firm’s strategic office products industry knowledge with VIBENet, Thalerus Group’s cloud-based ERP solution that provides a responsive, easy-to-navigate, powerful business management tool along with a customer-focused webstore.

The collaboration is aimed at making the VIBENet webstore a more powerful online marketing platform for Independent Office Products Dealers.

VIBENet by Thalerus Group is fully integrated with leading office product wholesalers and manufacturers data while offering powerful back-end management tools that can help a dealer go to market and operate an online storefront more efficiently. VIBENet has created flexible and self-sufficient design tools, which allow Dealers to customize the look and feel of their online store – an important factor to attract new customers and establish brand identity in today’s competitive office products market.

By recently working with Fortune Web Marketing, the VIBENet platform has become an even more comprehensive eCommerce solution, especially for Dealers looking to advertise their business online. Fortune Web’s expertise has advanced the system in Search Engine Optimization (SEO) best practices, analytics and data collection, conversion tracking, Pay-Per-Click (PPC) campaigns and shopping feed exports.

“The premise is simple. We do what is best for the Dealer. By working with various, flexible platforms we leverage our OP industry and online marketing expertise to open up opportunities that were not there for Dealers before,” states Jennifer Rae Schulman, President of Fortune Web Marketing. “We are grateful that Thalerus Group was open to our recommendations and dedicated in taking VIBENet to the next level. It has been a pleasure to go down this path and we look forward to working closely with Thalerus Group to launch new features in the near future.”

Lillian Yeh, Thalerus Group President and CEO, adds, “Thalerus looks for partners with similar goals and high standards and we have found that in Fortune Web Marketing. With VIBENet we

always seek to offer our Dealers the latest in online marketing strategies that enhance their brand and selling capabilities, and the Fortune Web Marketing analytics and Search Marketing services will assist our Dealers in these key areas.”

For more information please contact Lillian Yeh at 630.955.9990 or Jennifer Schulman at 877.813.6390 x4512.

About Fortune Web Marketing Management LLC

Fortune Web Marketing is a full service Internet Marketing Agency, offering consulting and managed services for Search Engine Marketing, Social Media, Content Marketing, E-mail Marketing, Analytics, Local Marketing and Website Design. Visit FortuneWebMarketing.com for more information.

About Thalerus Group

Thalerus Group has been developing e-commerce and business management software solutions since 2001. Thalerus Group’s VIBENet product combines a complete ERP system with a customer-facing Webstore designed for independent office products dealers. Visit www.thalerus.com for more information.

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