



Fortune Web Marketing and BMI Collaborate on eCommerce Websites

Fortune Web Marketing & Business Management International Inc. (BMI), a provider of Microsoft based technology solutions to Independent Office Product dealers, are collaborating to offer search engine friendly, custom designed eCommerce websites.

New York, NY (September 20, 2011) – Fortune Web Marketing’s partnership with BMI is designed to create a service that will provide dealers with a robust eCommerce system and the strategic industry knowledge to more effectively market their businesses online.

By leveraging the BMI system, dealers will now have the option to create a website that is optimized for search engines, capable of running shopping engine feeds, deploying analytics & reporting tools as well as paid search advertising campaign tactics such as tracking and landing page creation.

The BMI system can also accommodate custom designs created by Fortune Web Marketing - an aspect very important to establishing brand identity and differentiating a dealer from other office product websites.

“We were hard pressed to find something the BMI system couldn’t do – from both a front and back-end perspective,” Jennifer Schulman, President of Fortune Web Marketing, said. “The back-end functionality is one of the most robust we have seen within the OP industry and it’s easy to use. Everything is real-time, deploying online marketing tactics is easy and on the front-end, the site is fast, the search feature is accurate and the ability to give the site a custom look & feel really gives it an overall edge”.

“As the need for office products dealers to compete more in the B2C space increases, BMI wants to make sure we stay ahead of that trend by offering front and back-end solutions that cater to both the B2B and B2C markets and allow the dealer flexibility for growth” states Craig Greitzer, VP Sales at BMI. “Fortune Web has the OP industry expertise to leverage both markets, utilize the technology we have in place and develop custom online marketing strategies for our customers”.

For more information please contact Craig Greitzer at 215-443-5877 X206 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, E-mail Marketing, Analytics, Local Online Marketing and other internet marketing initiatives. Visit FortuneWebMarketing.com for more information.

About Business Management International Inc. (BMI)

Business Management International, Inc. (BMI) was founded in 1987 as a computer consulting firm specializing in emerging business software technology. Today, BMI has taken the lead in delivering complex solutions by providing industry specific knowledge, consulting, systems analysis, system development, and technical services to clients. Solutions from BMI use the latest business management software and leading technologies to create customer specific applications and enterprise-wide solutions. BMI’s core expertise includes E-Commerce, Supply Chain Management, Wholesale and Retail Distribution, CRM and EDI. BMI has also developed industry specific applications, based on Microsoft technologies, for the Office Products industry. Visit www.bmiusa.com for more information.