

- 1. FLY YOUR OWN WEBSITE.**

JetPack lets you easily update content to your own website without requiring technical web programming or HTML expertise. This puts the control of your key communication platform into your own hands.
- 2. DO SIMPLE THINGS SIMPLY.**

JetPack includes pre-built modules enabling you to easily perform frequently required edits such as adding or deleting lawyers or students, or updating recent transactions.
- 3. DO COMPLEX THINGS SIMPLY TOO.**

JetPack's pre-built modules also allow for easy cross-referencing between lawyers, practice groups and transactions - enter the content once and have it update across all relevant sections of your website automatically.
- 4. LET USERS FIND CONTENT EASILY.**

JetPack includes sophisticated built-in site-search functionality.
- 5. TAKE CONTROL OF YOUR MARKETING SCHEDULE.**

JetPack lets you schedule publication or deletion of content on your website in advance. For example, you can enter all information for new summer or articling students as soon as it is known, and have it automatically display on the website on their first day of work and cease displaying when their work term ends.
- 6. TURN YOUR WEBSITE INTO A TOOLBOX.**

JetPack includes built-in tools for easy-print, pdf, and forward-to-a-friend buttons on your website.
- 7. STORE YOUR PICTURES.**

JetPack includes a built-in image library - store all your PNGs, PDFs, DOCs, XLSs, GIFs and JPEGs online for easy use.
- 8. KEEP TRACK OF OLDER MATERIAL.**

JetPack includes an archive manager. Put your old articles or events into cold storage rather than throwing them out.
- 9. KEEP YOUR BRAND FRESH.**

JetPack is designed in such a way that you can completely change the "look and feel" of your website without having to rebuild your entire site from scratch. By separating the design elements from the content programming, JetPack allows you to "future-proof" your website and significantly decrease the cost of future changes to your site necessitated by a change in your firm name, logo, colour scheme or branding.
- 10. FIRE US WHEN YOU WANT TO.**

JetPack is built on a market-leading, stable, open-source platform, ensuring that you are not "held hostage" if you choose to move to another web development vendor later on. Our objective is to be your valued marketing partner for many years to come by *earning* your loyalty, not by locking you into an inflexible proprietary system for your most important marketing asset.

To learn more, contact:

Doug Jasinski
Agency Principal

Skunkworks Creative Group
tel: 604 739 897
e: info@skunkworks.ca
web: www.skunkworks.ca



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CREATIVE GROUP INC®