

In a global economy, emerging Latin American markets, a growing number of Internet users in Latin American countries, and a lack of competition in the Internet advertising industry, opportunity awaits Neuromama, Ltd being a high tech company that already has hit the ground running with Spanish speaking employees that are familiar with the local culture and ways of conducting business.

Furthermore Neuromama, Ltd. Internet Marketing and Adverting services are truly on the cutting edge of technology and priced very competitive compared to competition in the United States or anywhere else in the World. Considering factors such as the current environment and lack of competition in Latin America, as well as the quality and price of the services NeuroMama offers, I believe that we have a formula for success. This success can escalate very quickly with Neuromama, Ltd. Dominating the Internet advertising industry for Latin America.

Once the procedures of effectively selling Internet advertising services to local businesses in Baja California are identified, then the process of duplicating the formula and structure will be very straight forward. It's key for Neuromama, Ltd to expand the promotion of Internet advertising services very quickly throughout Latin America before other companies penetrate the market.

Ultimately, Neuromama, Ltd. Will achieve success establishing itself as a dominant player in Internet advertising for Latin America because of four factors.

- The current demand for effective and affordable internet advertising in Latin America
- The Latin American Internet advertising market has not been penetrated by American competition
- The lack of local competition
- advantages of the Neuromama Internet advertising platform

The Demand for effective and affordable mobile responsive Internet Advertising in Latin America

In an emerging world economy, Latin American businesses are seeing an increase in the need for a strong Internet presence in order to stay connected with their customers. The combination of a growing economy and a surge in Internet use by the local population as made the importance of being on the Internet ever more evident. It's true that Mexico and other countries in Latin America may not be as technologically sophisticated as the United States, but when it comes to Internet use, the facts can be deceiving.

Due to the fact that a majority of the Latin American population cannot afford a Laptop or Desktop computer, most of the population is using a mobile device to surf the web. As a consequence, It's absolutely critical that Latin American businesses, not only have an Internet presence, but a mobile responsive Internet presence.

The need for mobile responsive Internet advertising is greater in Latin America than in the United States and other more technologically advanced countries. At the same time, there is a huge lack of website developers in Latin America that practice mobile responsive website development and Internet marketing. There is also a lack of understanding of the importance of being mobile responsive on behalf of the business owners. This of course adds complexity to fulfilling this growing demand and creates a need for educating Latin American businesses on the importance of mobile responsive website design and Internet marketing.

Although most smartphones can display full websites for the most part, the navigation and browsing experience is typically subpar for mobile users. If your website creates friction for its users then customers may end up jumping over to a competitor's site. Most users on mobile devices are looking for your phone number, location, business hours, and special deals such as coupons you may be offering. With a mobile site, you can quickly and easily provide them with the information they need to make a decision

Neuromama, Ltd recognizes the need for educating Latin American business owners on the importance of the services and products that the company provides and has developed a comprehensive educational program. The educational programs including live seminars and webinars will prove to be very helpful in gaining the trust and confidence of the local businesses throughout Latin America.

The lack of competition from American Internet advertising companies

The Latin American Internet advertising Industry has not yet been penetrated by any of the large American internet Advertising companies or agencies. Currently Internet advertising is dominated by companies such as Google with Adwords, and Yelp with local search services, and thousands of local Internet marketing agencies that hound businesses of all size all day with emails and telephone calls trying to sell them services.

Most businesses in the United States think that they have to pay Google through Adwords in order to show up in the search results. Yelp has everyone convinced that customer reviews and ratings hold the key to success for their local business. In a sense, businesses that rely on Internet advertising in the United States are held hostage by a few large companies who have developed services that everyone must obtain or face dominance by their competition.

These aggressive and predatory companies thankfully have not managed to penetrate the Latin American Internet Advertising Industry. An Internet presence for many businesses is a new concept and something that they are just now beginning to put thought into. Also the data that relates to local businesses throughout Latin America is not available as it is for American businesses which has made it difficult for these American companies mentioned to sell services to Latin American businesses.

These factors have also created an online environment that in a sense is fair game for everyone. Businesses cannot just gain first page placement by utilizing Google Adwords, or paying Yelp for

ad placement and review management. Businesses must rely on what is actually important to online customers and to the search engines, quality content! Paid advertising for Latin America is much less important when compared to the hostile environment of the United States and Europe. The products and services that Neuromama, Ltd. Products and services provide what businesses truly need rather than holding them hostage to a service that they must buy just because their competition is.

Our objective at Neuromama, Ltd. Is to preserve this unique online environment for Latin America while educating the community and providing services that are of quality and importance to every business for the long run.

Lack of local competition from Latin American Internet advertising agencies

Neuromama, Ltd. does not face any significant competition from Latin American Internet advertising agencies. Most of the businesses throughout Latin America rely on people who are working out of their home and do not provide services in line with industry standards. The source code for website development and Internet advertising tactics are not current.

The Internet marketing agencies who have managed to establish themselves in their local community do not have the means of growth and expansion comparable in size and scope to Neuromama, Ltd. Furthermore, these agencies are nowhere near as competitive in price to Neuromama, Ltd and does not provide the education to the extent that the Neuromama educational program does.

Although these agencies may have the means of connecting with the local business owners, they do not pose the company infrastructure of Neuromama, Ltd.