



For Immediate Release

Biltmore Inspirations, Celadon Road and Gigi Hill Bring More to the Party with IMN

*Rapidly Growing Direct Sellers Rely on IMN's Digital Marketing Platform to Empower Consultants,
Cultivate Personalized Customer Relationships and Strengthen Corporate Brands*

WALTHAM, Mass. - March 14, 2012 - [IMN](#), the digital marketing company that delivers branded eNewsletters and content for vertical markets, today announced details of its successful relationships with [Biltmore Inspirations®](#), [Celadon Road](#) and [Gigi Hill](#), all rapidly growing direct selling organizations that take advantage of IMN's digital marketing platform for direct sellers. Through custom-designed, branded eNewsletters, call targeting, social media and mobile features, sales consultants can build and nurture the personal relationships they establish at home parties, resulting in measurable increases in sales volume, number of home parties held and number of sales consultants brought into the business.

"IMN caters to the needs of all direct selling organizations, regardless of size, by providing a platform designed to build and maintain strong personal relationships between the company and the consultant, the consultant and the customer, and the customer and the brand," said Michelle Larter, worldwide director, Direct Selling, IMN. "Biltmore Inspirations, Celadon Road and Gigi Hill are three fast-growing direct sellers that are realizing the power of our branded eNewsletters in helping them grow and communicate as effectively as larger companies. We are pleased to partner with them and play a role in their continued success."

IMN's digital marketing platform for direct sellers currently reaches 19 million subscribers each month. The solution is specifically designed to help direct selling organizations maximize the effectiveness of their sales consultants while also strengthening the corporate brand. Biltmore Inspirations, Celadon Road and Gigi Hill each selected IMN's offering to empower its sales consultants to easily communicate with their customers in a personalized manner, drive revenue and cultivate a strong referral stream:

- **Biltmore Inspirations:** A new home-based party plan business from Biltmore, America's Largest Home® located in Asheville, North Carolina, Biltmore Inspirations leveraged IMN to launch the company in July 2011. In just nine months, it has more than doubled the number of consultants selling its mix of tabletop, home décor, wine accessories, artist-inspired products and chef-selected foods.
- **Celadon Road:** Dedicated to promoting greener, healthier and more socially responsible living, Celadon Road offers customers the highest quality natural, eco-friendly products for their everyday needs. Since signing on with IMN, the company has experienced steady growth. In fact, in the past year, the number of consultants using IMN has

increased almost fourfold while the number of newsletter subscribers increased by more than 55 percent.

- **Gigi Hill:** A modern and chic yet feminine line of handbags that bridges the gap where fashion and function collide, Gigi Hill doubled the number of eNewsletter subscribers in six months. Since launching last March, it has more than tripled the number of consultants who leverage IMN.

“As an emerging direct selling organization, it was crucial for us to have a direct marketing solution that allowed us to maintain consistency in our green living messaging, while also empowering consultants to stay connected to their network of customers through personalized eNewsletters,” said Kimberly Cornwell, CEO of Celadon Road. “IMN has met and exceeded these needs, becoming a critical component of our success. In fact, IMN is not an option, it’s a must.”

About IMN

IMN is the [digital marketing](#) company that delivers [branded eNewsletters](#) and content for more than 4,000 organizations worldwide. By combining custom, vertically-oriented content with advanced publishing technology and services, IMN enables companies to engage with their prospects and customers to drive business results via email, mobile and social platforms. In addition to taking advantage of IMN’s expertise within the automotive, banking and direct selling industries, customers benefit from analytics-based intelligence that provides insight into buying behavior and purchase preferences to successfully encourage [brand loyalty](#) and generate leads. For more information, visit <http://www.imninc.com>.

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