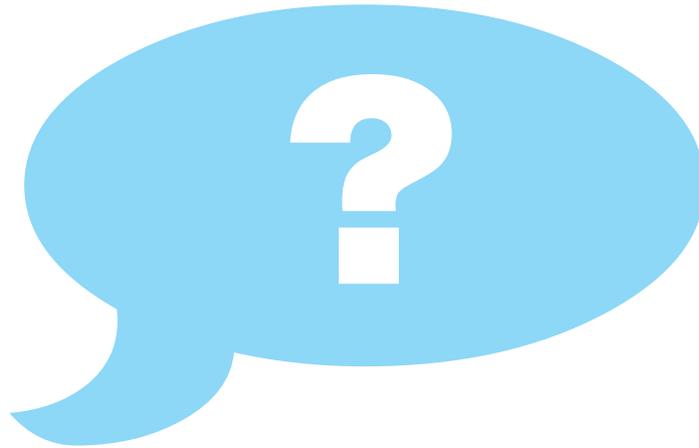


# Online

## Marketing Services



## **How does your website benefit to you as an annex to your business?**

Firstly, we don't call it a website; we call it "Online Business".

Majority of times you encounter requirements to manage your online business and your consolidate customer database.

Conduct email marketing and eCommerce activities. Would like to understand how your online business behaves, who visits them and customer profiling.

We provide you with one, central solution with everything you need to run your online business and saves you more time and more money - it's that simple.

Our online solutions are like websites with brains. Websites that help you run a business, make more money, service your customers and sell your products. They make your life a much easier, and running a business a little smoother. That's exactly why we call it online businesses.

**Some of the key features of our services are:**

- A one-stop, all-in-one solution for your online presence, online shop, email marketing, lead and contact management.
- Designed and built by a set of professionals who understands your business.
- Affordable plans for every business.

**Our solutions help you:**

- Concentrate on growing your profits, not on technology.
- Build your online business in one central, organized place.
- Avoid wrestling with disconnected and disparate alternatives.
- Save money by using one contact point instead of four.

Please review the services offered by us in the following pages.

## **Online presence - creation / enhancement and design works**

We understand your business first before we explore the possibilities of enhancing your website. Remove clutter and unnecessary elements and content out of the way to bridge the gap between you and your customer.

We offer high-end web design, print design, logos, branding, and e-commerce solutions for all types of projects.

We excel at creating fresh, inspiring experiences through user-focused design that will set your business apart from every competitor.

How are we different from others?

- Hand crafted web designs from scratch, for every project.
- Your website will rank higher, and load faster.
- Intuitive layouts and navigation.
- We provide everything you need to establish a world-class online presence.

## **The Design**

There are plenty of designers out there to choose from, but very few who can match our high standards. We build clean layouts and user interfaces, providing an enjoyable and intuitive experience for your customers from start to finish. We offer designs from scratch, or a complete re-fresh of your existing online content.

Need a few updates, or a partial overhaul of your online presence? We can handle any job, big or small. Monthly maintenance contracts are available to suit any volume of work or budget.

## **eCommerce**

We have extensive experience building custom online shops, adding credit card facilities to existing sites, and building custom web applications. High caliber design combined with quality programming results in fast, easy-to-use applications for your customers.

## **Domain name and Website Hosting**

We provide fully managed, reliable, fast, feature-rich hosting to our clients. Hosting services are offered free for the first year to

our clients as part of our full-service initiative. Going forward we provide a variety of reasonably priced hosting & website maintenance plans.

## **Search Engine Optimization (SEO)**

Many companies offer guarantees or tricks to improve your search ranking, and very rarely do they deliver on their promises. Our websites are built from the ground up to be search engine friendly, with clean code and best practices in mind. Sites built in this fashion will generally achieve better search rankings, and help drive more visitors to your site.

## **Email Marketing**

We'll provide you with a full-featured email marketing service which consists of managing your mailing lists, designing your messages and layouts, and sending your messages.

Alternately, we can also manage your entire online campaign for you.

## **Graphic Design**

We offer a wide spectrum of high-end graphic design services for any industry or purpose. From business cards to vehicle graphics, signage, and anything else that needs a look to set you apart.

## **Logo, Identity, and Branding**

Identity and branding is about so much more than a logo. The importance of achieving the right look and feel for your business cannot be underestimated. Our stunning visual identities will effectively communicate your brand's message across every medium.

## **Online Lead Capture**

We assist your customer to react faster - build smart online lead capture forms that notify you instantly by email when you get a new customer!

You use a unique point-n-click approach to build custom online lead capture forms that capture every inquiry in a contact management database, so you'll never lose a lead.

With our lead capture management system - for registered users, every web inquiry, every purchase and every action is being recorded against a customer record.

Over time you'll get a complete picture of every customer and how they interact with your business, all from your built-in contact database.

## **Site Statistics and Customer Database**

We show growth in your customer database every time your customers enquire or interact with your website. We provide you with a history of all past customer enquiries.

Customer Profile update – we allow customers to keep their details updated via secure "member only" areas and allow customers to view their past enquiries via secure "member only" areas. Display per customer basis details on every action they've taken on your site.

We also customize and extend the Customer Database to suit your business. And other host of statistics to give a better insight of your online business.