



# **Completcents**

An Internet Marketing Company

*Digital Innovation // Direct Impact*

Research and Strategy



Web Development



Marketing Campaigns



**Completecents**  
An Internet Marketing Company

## *Digital Innovation // Direct Impact*

Completecents is an innovative Internet marketing company that delivers high impact strategic solutions to strategically position and build your business.

We work with companies to transform business ideas into dynamic identities. To achieve this, we strive to capture the essence of a business and develop cost-effective solutions that add value to your products and services.

Services include strategic marketing, brand development, innovative website development and integrated interactive tailor-made promotional programmes to grow your business.

In other words, we will research and assess your market to establish your marketing strategy; develop your web presence so you can reach customers locally and globally; and create integrated marketing campaigns to relate with your customers and deepen relationships.

## *Experienced Team*

Completecents brings together diverse talents, who share a passion for their work. Our team features skilled marketing strategists, expert web developers and graphic designers with extensive experience in marketing strategy and a wide variety of leading edge web development technologies.

## *Define Your Strategy* "There is no point in rowing if you are rowing in the wrong direction."

Working with you, we will research your marketplace, assess your competitors, establish your brand positioning, and define your strategic marketing plan. To create credibility and build your brand, we will implement your strategy consistently across all communication channels and deliver a consistent dialogue at every stage of the buying process.

## *Develop A Web Presence*

Leverage the Internet! Create a compelling website that offers the right information, at the right place, and at the right time. Give your customers choices and offer information with the option to purchase, there and then, -- while you have their attention.

Make your website the foundation of your marketing campaigns. Optimise your website and grow your brand visibility with high rankings in the major search engines and digital directories -- get listed today!

We design and develop high impact, intelligent, scalable websites to allow you to provide valuable services to your customers and to boost your online functionality and presence. We are experienced in dynamic content delivery sites, content management systems, e-commerce and catalogue sites.

## *Deliver Marketing Campaigns*

Today, no major company can go to market, connect with suppliers, inform employees and serve customers, without using the Internet!

Create and deliver targeted advertising and direct marketing sales promotions. Develop a dynamic dialogue and creatively grab attention, build your brand, increase sales, cement customer loyalty, generate publicity, and more.

Some campaigns to consider:

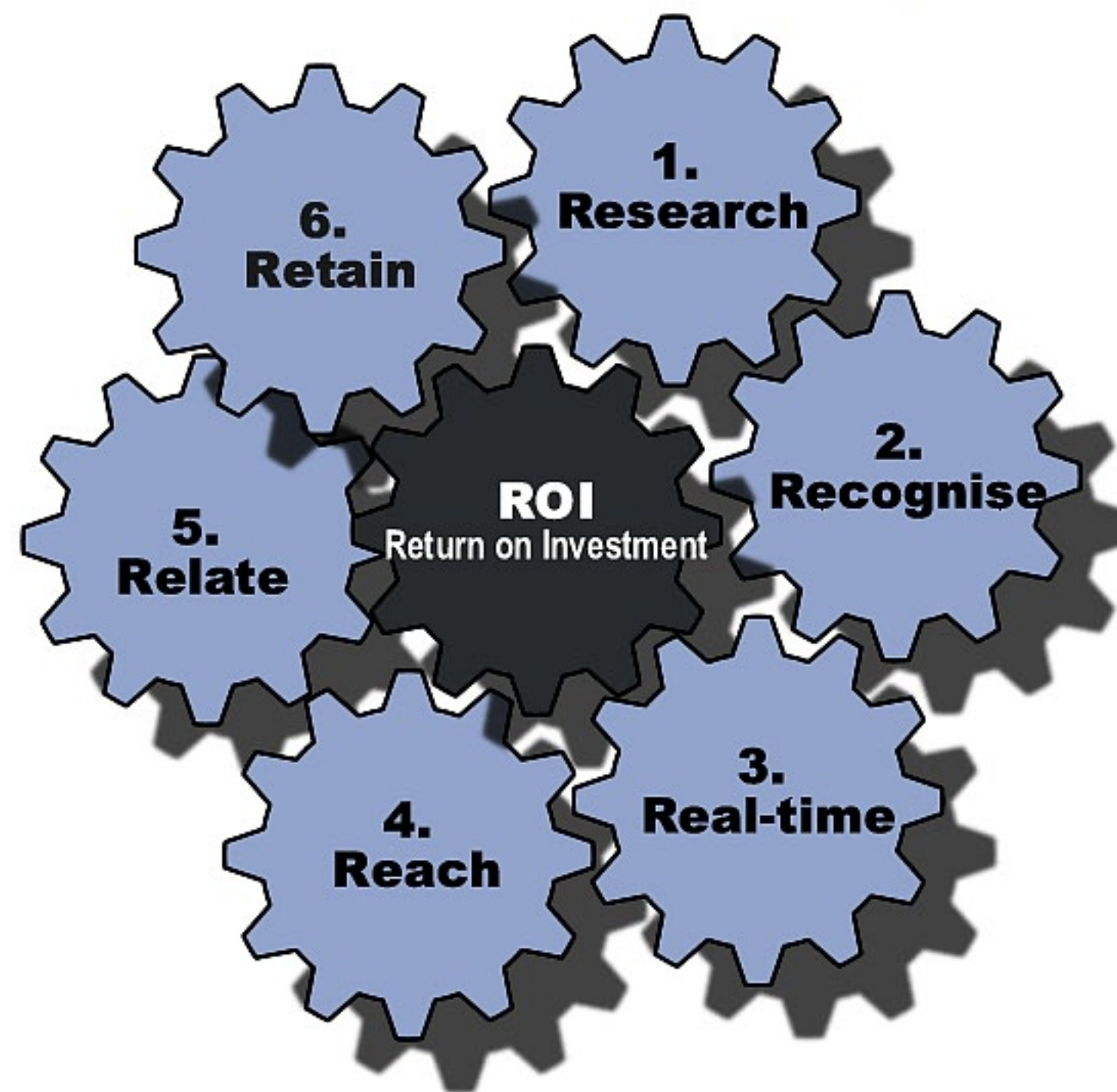
- **Web Marketing** to research, reach, relate and transact in real-time.
- **Search Engine Marketing** to drive targeted visitors to your website.
- **Pay Per Click** targeted advertising to bring in visitors cost-effectively.
- **Email Marketing** to open a dynamic dialogue with interested prospects.
- **SMS Marketing** to leverage real-time mobile technology campaigns.
- **Usability** to ensure your website can convert visitors to customers.
- **Web Copywriting** to ensure customers understand your brand quickly.



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## Steps to Successful Online Marketing



Google

YAHOO!

LYCOS

altavista  
THE SEARCH COMPANY

Askjeeves

msn

Netscape

## 1. Research

*Be Where You Need To Be.*

Where is the market opportunity?  
 What is your target market?  
 Who are your competitors?  
 Who is your customer?  
 What is your corporate brand?  
 How is the market changing  
 Where is the market going?

## 4. Reach

*Build a Presence. Be Visible.*

Online Advertising  
 · Pay Per Click  
 · Banners  
 · Pop-ups  
 · Sponsorship  
 · Paid Placement  
 · Media Buying

Web Marketing  
 · Search Engine Listings  
 · Directory Listings  
 · Linking Strategy  
 · Ad/Promotions Landing Pages  
 · Event Management Microsite

Email Campaigns  
 SMS Marketing  
 Press Releases  
 Strategic Alliances

## 2. Recognise

*Build Your Brand.*

Corporate Branding  
 · Corporate Image  
 · Corporate Identity  
 · Corporate Brochure  
 · Corporate Emails  
 · Corporate Web Site  
 · Advertising  
 · Press Releases/Editorials  
 · Sponsorship

## 5. Relate

*Build Relationships.*

Targeted Direct Marketing  
 · Prospect Lists  
 · Database Marketing  
 · Product Trial  
 · Newsletters  
 · Viral  
 · Quiz  
 · Surveys  
 · Competitions  
 · CD-Rom  
 · Reward Campaigns

Web Marketing  
 Email Campaigns  
 SMS Marketing  
 Press Releases  
 Strategic Alliances

## 3. Real-time

*Be Global. Be Real-time.*

Web Marketing  
 · Global Domains/Hosting  
 · Graphic Design  
 · Multimedia Development  
 · Web Development  
 · Content Management Solutions  
 · Web Site Usability  
 · Web Site Copywriting  
 · Search Engine Optimisation  
 · Web Site Analytics  
 · Landing Pages

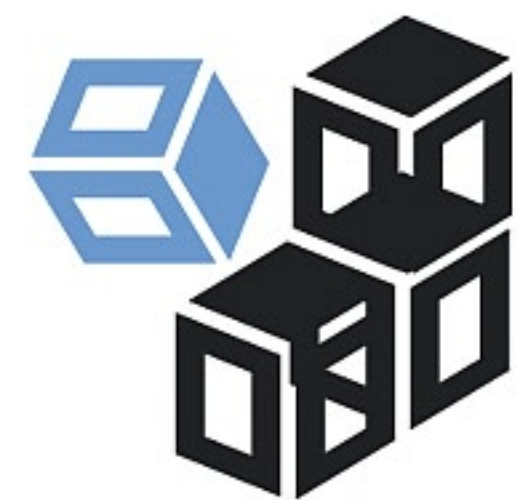
Ecommerce Transactions  
 · Product/Service Payments  
 · Event Signup/Payment

## 6. Retain

*Be The Best You Can Be.*

Build Your Market Share.  
 Build Your Brand.  
 Build Your Web Presence.  
 Build Your Visibility.  
 Build Your Relationships.

*...Repeat Steps  
As Necessary...*



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