The secret of effective marketing

Effective marketing needs great communication.

The latest web technology known as the second generation Web 2.0 is especially designed to help companies raise their marketing to a new level and pay attention to their business rather than being distracted with technical issues.

Sooner or later, all successful companies will be using the latest web technology.

Are you prepared to let your competitors take the lead?

We have the most advanced and cost effective web solution in the middle market. Take the lead in your industry and embrace the wonderful benefits of effective marketing.

Our passion is to take care of the technology so that you may take care of your business.

Longer customer retention
leading to lower sales costs and improved
profitability

 - Allow your customers to log into a customer privilege
 area

 - Make special offers to existing customers giving them a 'feel good factor' and increasing your sales at
 the same time

 - Publish online opinion polls to obtain valuable product
 and market feedback from your customers

 - Engage with your customers by creating a blog, enabling
 the customer and yourself to exchange information

Reduces running costs and improves your company

image

- Allows you to modify your product content 24/7 with minimal effort

- Modified content is displayed instantly, there is no need to wait for a webmaster to update the information

- With multiple access accounts, you can allocate areas of responsibility or simply assign it to one person

- E-mail addresses are encrypted reducing email spam and leading to increased productivity

- Improved profitability through low website maintenance costs

Marketing of new products to increase revenues

- Reach out to existing and prospective customers

- Easy to use banner advertising tool to promote specific products

- Easy rotate product advertising on your website

- Valuable feedback data information giving you insight of the most popular products

- Allows you to advertise and charge other businesses for advertising space

Flexible publishing feature giving you total control

- Content can be categorised and allocated to people in your organisation

- You can specify the date when you want news, product information etc. to be published

- Automatically archives out of date information saving you time and ensuring everything on display is up to date

- You can nominate authors, editors and publishers for maximum control on content quality

Valuable feedback
information to focus your product marketing

 - Automatically keeps tracks of the most popular
products

 - Statistics that show you
the relative popularity of all your products

Marketing your company and brand

 - Easily maintain a newsroom
where you can publish news about your company

 - Powerful technology to
automatically disseminate news and advertising messages to thousands and even
millions of people

 - Real time system ensures
that news and adverts are published instantly across the Internet

 - Hot news or newsflash
functionality to highlight the latest news both in your site and in your supply
chain

Empower your
distribution network with your products

 - Make it easy for your
distribution network and you will be their favourite supplier

 - Powerful technology to
automatically disseminate product information to unlimited number of
supplier

 - Your products will appear
on supplier websites, instantly and with
no action on their part

 - Change updates are instant
with minimal effort and in real time