



GENIUS COMPUTERS
EVERY PRODUCT IS

DIGITAL MARKETING PROPOSAL



Introduction

Mobile sites:

According to marketing vendor Bizrate Insights mobile purchases will grow to 68% in this year. While the focus of online business should be the main website, having a mobile site can substantially increase consumer awareness and turn over.

Search Engine Optimisation:

Statistics show that the first 5 results on google own over 75% of clicks, after that the CTR (click-through rate) drops off dramatically. In other words, when it comes to digital marketing, if you're not first, you're last.

Pay per click:

Doing something as simple as using google advertising can double your clicks. Doing this in conjunction with an optimised website and the possibilities are endless. You can be at the top of google searches related to your company.

Social Media Marketing:

2016 statistics show that every minute Facebook users worldwide like over 4 Million posts. Hubspot's most recent data shows that 42% of marketers say Facebook is critical or important to their business.



GENERATING WEB TRAFFIC IS EASY

Digital Promotions:

Steve Jobs said "Innovation distinguishes between a leader and a follower" but what good is your innovation if no one hears about? Digital Promotions and launches on all platforms, that are already aligned with your target audience, can use your great ideas to directly generate turnover.

Email Marketing:

Email marketing is a great tool because you are reaching customers instead of them having to look for you and potentially choosing a competitor.

GENERATING BUSINESS IS WHAT WE DO

Service Offering

Step 1.

Let's bring your website to the standards set by the search engines.

Step 2.

Creating Pay Per Click (PPC) campaigns for your site. Selecting keywords that match those your potential customers are searching for.

Step 3.

Search Engine Optimization (SEO) increases your organic presence on the internet. This is when people search for your services or products but see you in the results without paying for it.

Step 4.

Running social media campaigns to build followers help build reputation and creates the ideal environment for launching new products and services.

DIGITAL MARKETING SIMPLIFIED



LET US "TOOT" YOUR HORN ONLINE

Pricing

Pricing is determined by what is required by the customer in terms of services.

(PPC) is determined by the budget set by the client. Clicks and impressions are monitored daily and adjusted to optimize spending on actual clients instead of random clicks which consume budget yet yield no results. We work on 30% of budget allocated charged as marketing fee. You will receive monthly print outs from Google Analytics in a PDF printable form.

(SEO) packages start at R1500 pm. This will result in gradual reduction in (PPC) budget in the long run by displaying your website organically in the search engine.

Google MyBusiness & Facebook pages setup fees are R350 each once off. Promotions run on these platforms are based on budget assigned by customer and agreed upon before launch. Minimum of R650 per promotion.

FACEBOOK & GOOLE "MYBUSINESS"



CREATING A BUZZ FOR YOUR BUSINESS

Contacting Us

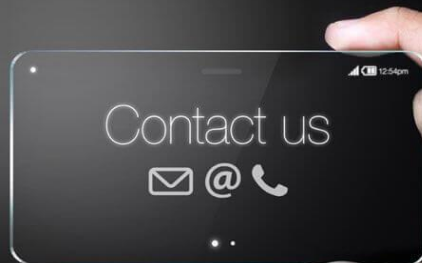
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