

# NETWORK INTELLECT

Interactive Marketing Solutions

## Product Portfolio

### About Us:

Network Intellect is a full service Independent Communications Consultancy. Its methodology provides leading brands with unrivalled marketing solutions utilising the intelligence of search for all marketing channels, from online to offline, as its foundation. With clients in every major sector and ranging from large corporations to mid size businesses to start-ups, Network Intellect have the expertise, technology and knowledge to generate successful campaigns.

### Mission:

Network Intellect's mission is to maximise a client's Return on Investment (ROI) within the digital arena; by utilising our team's in-depth knowledge of digital to produce integrated marketing campaigns that deliver results; including search engines, contextual environments and price comparison services, community, display advertising etc.

### Vision:

Network Intellect's vision is to build long term relationships with Clients; become an integrated resource and driver for the Sales and Marketing Strategy; Customer Acquisition Strategy; Increase the Return On Investment (ROI) and visibility with successful campaigns.

### Partners:

Below are some examples of Network Intellect's partners:





# Services

## Services:

**Pay Per Click Management** - Generate pre qualified visitors to your website from the search engines sponsored links and pay per click areas using our extensive knowledge, technology and expertise.

**Pay Per Click Consulting** - Have your campaign built and structured in your own Google Adwords account by one of our Google Qualified Professionals, the campaign is then yours to use and manage. Alternatively one of our PPC specialists can evaluate your current campaign and provide recommendations and training to enhance performance.

**Price Comparison Site Management** - Creating, managing and submitting data feeds to the Price Comparison Sites. In depth reporting, bid management, competitor analysis and optimisation of campaigns resulting in increased Return On Investment (ROI) through these channels.

**Landing Page Optimisation** - Optimise your campaigns performance at the point of action by increasing your websites conversion rates via our landing page service.

**Digital Asset Optimisation** - A combination of traditional search engine optimisation but with the addition of increasing your website presence across the web and search engine results using your digital assets including news, images, videos, products and more.

**Social Media Optimisation** - Increase your website presence and brand awareness across the web using a variety of social networks, forums, blogs and posts.

**Trusted Feeds** - Guarantees that all web pages and content changes are continually updated and indexed in Yahoo!, Altavista, Alltheweb, Excite, About and their partner networks, with customised titles and descriptions.

**InSite** - Our in-house developed service, which enables your product database to be searchable in the organic listings of the search engines ensuring all your web pages and content are indexed and up to date.

**Email Marketing** - Increase your business's target audience and customer loyalty base by sending your latest news to pre-qualified leads interested in your products or services.

**Affiliate Marketing** - Increase your company's website presence, sales and brand awareness by driving traffic from external websites through to your own, whilst only paying a fee per sale generated.

**Digital Market Research** - Understand your market and what your customers want or are thinking with our Digital Market Research service. Make an informed decision on your business activities.

**Media Planning and Buying** - Understanding where is best to advertise your business and how to generate the best return from your investment is paramount. With a wide range of media solutions available, Network Intellect will advise and manage your budget to obtain the optimum return and exposure.

**Web Analytics** - Web Analytics is an in-depth reporting tool and is crucial for online businesses. It enables clients to track and report on their online activities including Pay Per Click, Price Comparison Sites, Search Engine Referrals, Banners, Email Marketing, Affiliates and much more; helping our clients understand their websites success and conversions on various channels.


**Brand Reputation Management** - Evaluate, quantify, protect and enhance your company's reputation within the search engines and digital arena.

**Web Development & Design** - Professional website creation and design tailored to your requirements. Our website options range from static page design to full ecommerce websites.

**Graphic Design** - We offer a range of Graphic Design solutions for products and activities, such as websites, advertising, books, magazines, posters, computer games, product packaging, exhibitions and displays, corporate communications and corporate identity.

**Performance Based Solutions** - A range of services that are based on cost per acquisition, sale or action.

**Data Feed Management** - A range of online solutions utilising data feeds of your products and services, these include Google Products, RSS Feeds, Price Comparison Sites, Trusted Feeds, Affiliates, Supplier Integration and more.



# Pay Per Click

Be the alternative when people search

## Pay Per Click (PPC) Management::

Network Intellect's Pay Per Click (PPC) Management service ensures that your campaigns are highly targeted, affordable, and accountable. PPC is one of the most cost-effective and common ways to generate pre-qualified traffic to your website quickly and effectively. Our main objective is to provide a return on investment from campaigns by reducing your average cost per click and increasing the click through and conversions rates.

The PPC Management process includes:

- Creating a keyword database based on research and knowledge of the market.
- Creating a well structured Ad group aiding the with overall quality score.
- Writing creative and targetted Adtexts facilitating improved click through rates.
- Developing bid strategies that focus on an improved return for the cost per click.
- Continual optimisation and analysis of campaigns.

## Landing Page Optimisation:

Landing Page Optimisation is a crucial part of a websites conversion success. Network Intellect will assess the current landing page conversion rates of the website and design a set of new, optimised landing pages based on our research and knowledge of the customer behaviour. Visitors are channeled through the conversion funnel process to different versions of your new landing pages to evaluate which one creates the highest conversion rate and the best performance.

Network Intellect Landing Page Optimisation will interact with your website without any loss of look or feel to your website.

- Analysis and review on your current landing page conversion rates.
- Increased knowledge of your website visitors behaviour.
- Improve conversion rates and maximise return on investment (ROI) by using the best performing landing pages.

## Pay Per Click (PPC) Consulting:

Many businesses want to manage their Pay Per Click (PPC) campaigns in house but do not have the expertise or knowledge to build a successful and well structured campaign. Our Google Qualified Professionals will educate and create your campaign within your own Google Adwords, Yahoo! Or MSN accounts and educate you on how to manage and optimise the campaign effectively. Alternatively one of PPC specialist can evaluate your current PPC campaign and provide recommendations and training to enhance its performance and success.

## Price Comparison Site (PCS) Management:

Price Comparison Sites (PCS) have become a very important part of a websites marketing strategy. An increasing number of users choosing these areas to make their research and decisions to purchase a good or service.

PCS require a data feed of your website to be generated to their format, in order for them to place your products or services within their website. Creating a data feed for each individual PCS is time consuming and requires technical expertise, knowledge of the PCS channels and specific sectors. Network Intellect takes this issue away from clients by only requiring one master feed from a client. This data feed will be formatted and categorised to each of the engines specifications enabling our clients to be available on the sites as required quickly and efficiently, saving them time, effort and money.

The key to a PCS campaigns success is not only supplying a high quality data feed to the engines, but also having the ability to track, monitor and optimise the campaign at category and product level whilst having the expertise and knowledge of what PCS performs best for what sector.

Benefits:

- One master feed required.
- Data feeds are created, matched and categorised to each of the engine specifications.
- Full tracking and online reporting to product level.
- Bid management.
- One centralised reporting interface and marketing console.
- Continual optimisation of data feeds.
- Analysis and review on products removed from data feeds via the optimisation process.

# Optimisation Consulting

## Digital Asset Optimisation (DAO):

With the introduction of “Universal Search” the type of results shown within the Search Engines shows users more information from more sources including news, images, products, video and more. Search is no longer about ranking positions but more about the visibility of a web site. With this in mind a combination of Digital Asset and Search Engine Optimisation (SEO) is required to help obtain the best possible results.

Having a good level of Digital Asset and Search Engine Optimisation for a website will impact on a business quite substantially. It is cost effective and improves your websites quality and branding.

Network Intellect’s DAO solution is split into the following stages:

- Website DAO/SEO Review and Analysis – Full review of your website, including structure, content, linking, videos, images, products, and more.
- Recommendations Report – Detailed recommendation report based on initial analysis, including search friendly copy, Link and Social Media strategy,
- Implementation – Aided implementation and advice on the recommendations report.
- Quality Assurance and Report – Review ensuring all recommendations are implemented correctly followed by periodic project reports.

## Social Media Optimisation:

Social Media involves activities geared towards influencing media, communities and audiences that exist solely on the Internet. These include Facebook, Bebo, Myspace and many more.

Our Social Media service includes:

- Social Brief Creation (we help you find out what it is you need)
- Digital focus groups (real time connection with global niches).
- Seeding strategies (Buzz creation).
- Viral activity: video scripting and quality in-house production.
- Widgets, Facebook, MySpace, Bebo and other social network applications.
- Branded channels on YouTube, Facebook fan pages etc
- Social Media Press Releases.

## Trusted Feeds:

Network Intellect is proud to be one of a select few consultancies to be approved to offer this service globally. A Trusted feed is a fixed Cost Per Click (CPC) service that indexes every product or service available on a website into the natural or organic results area of the search engines results including Yahoo!, Alta Vista, All the Web, Excite and more. Titles and descriptions of results displayed can be manipulated to improve click through and conversion rates. This includes information such as description, cost and key selling points.

Unlike natural SEO where you must wait for a search engine to crawl a website before certain web pages are found in its results a Trusted Feed refreshes every 48-72 hours ensuring every page from your data feed is indexed and searchable keeping your website content up to date.

A Trusted Feed is suitable for websites that have the following:

- Large websites with many pages
- Database driven sites
- Flash driven pages
- New content
- Changing content
- Special offers and promotions

## Insite:

InSite is an in-house developed service, which enables your product database (web pages) to be searchable in the organic search results of the search engines. InSite helps to promote the hidden information in dynamic databases and creates keyword relevant static web pages that are easily indexed by search engines.

This service is fully trackable and accountable, enabling clients to see what products or services perform best for their website. Unlike traditional pay per click advertising where bids and CPC rates can fluctuate, this service is a fixed CPC across the whole website.

# Marketing

## Email Marketing:

Build and improve your customer community with an email marketing campaign. Acquire email addresses of potential customers interested in your products or services and build a customer loyalty base by keeping your customers up to date with your business and latest offers.

- Receive your own, high quality opt in email addresses for customer acquisition.
- Generate qualified leads for product promotions, special offers, services etc.
- Gain additional contacts that have an interest in receiving further information about you and your products.
- Support your existing channel of distribution with the allocation of potential new client contacts through qualified leads.

## Affiliate Marketing:

Affiliate marketing is a powerful marketing service that can be extremely cost effective, and has proved to be one of the fastest growing online sectors over the last few years. External websites, directories and businesses will advertise your products or services on their websites or channels to drive customers through to your website. If a sale is generated from them then you pay the referring website an agreed commission.

In every case the affiliate takes the risk of sending you traffic at no cost to you as you only have to reward them if their traffic completes a purchase. Your products or services can be specifically targeted to industry websites or channels and you can exclude your listings from certain areas keeping your brand and reputation to the level you require.

## Digital Research:

Network Intellect is a leading provider of digital research, enabling our clients to make critical business decisions with the benefit of comprehensive consumer insight and informed direction. We possess a unique combination of research expertise, marketing background, web technology and knowledge of the cross-channel consumer using various data collections including: Online surveys, Telephone surveys, Mail surveys, Focus groups and more.

## Media Planning and Buying:

Network Intellect offer creative and innovative advertising solutions, with a clear focus on producing a genuine return on investment for all our clients. Our solutions include the following areas:

- Press: Magazine, Regional Press, National Press etc.
- Broadcast: TV, Cinema, Radio etc.
- Online, PPC, DAO/SEO, Banners, Skyscrapers, Buttons etc.
- Product Advertising: Stationery, Sandwich bags, Coffee Cups, cafe table tops, lampposts etc.
- Outdoor: Airport, Bus, Underground, Rail, Roadside, Billboards etc.

## Mobile / SMS Marketing Campaigns:

Network Intellect offer a range of mobile marketing campaigns providing creative solutions to our clients. We provide solutions from the whole range of mobile SMS marketing tools including:

- Mobile SMS voting, vouchers.
- Text to win competitions.
- SMS quiz, surveys.
- Subscription services.
- SMS for email brochure.
- Charity SMS donations.
- MMS / SMS picture messaging codes.
- Short Codes: free, standard, premium: 25p, 50p, 100p, 150p, 300p and 500p



# Web Analytics

## Web Analytics:

The use of Web Analytics is essential in understanding your customers or clients behaviour on your website and understanding what online channels perform for your business and how to improve your websites success. Web Analytics allows our customers to track all online campaigns under one interface whilst using the same tracking methodology.

These include:

- Pay Per Click.
- Price comparison Sites.
- Email Marketing Campaigns.
- Affiliate Marketing Campaigns.
- Banner Advertising.
- Natural search engine results.

## Brand Reputation Management:

Negative posts or reviews regarding your business can dramatically affect your websites brand, reputation, traffic and sales.

Protecting your brand is very important especially with the increasing number of social networks and forums on the web. Therefore keeping track of any news, posts or reviews on your business, good or bad is extremely important. Finding negative feedback on the web and having the ability to post a reply or give your side of the story will help change that negative feedback and help retain your brand and reputation within these channels.

## Web Development and Design:

Professional website creation and design tailored to your requirements. Our team of website designers will discuss your requirements, the look and feel of the website, functionality and objectives to design and create a website that meets all your expectations.

Our website options range from static page design to full ecommerce websites and may include: Website design, Logo design, Domain name, Hosting etc.

## Graphic Design:

Our Graphic Designers have experience in all aspects of design and will help you capture your target audience's imagination and react to changing developments and trends in your sector. With our brand and marketing know how, we can help you target new emerging markets and consolidate your existing customer base.

Our Graphic Design services include:

- Websites
- Advertising
- Packaging design
- Magazines
- Posters
- Corporate communications
- Corporate identity
- Exhibitions & displays