

# 01systems

SEO MARKETING AND WEB DESIGN CONSULTANTS



## simplifying marketing

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**SEO | SEARCH ENGINE OPTIMISATION**

**PPC | PAY PER CLICK**

**DIRECT MAIL**

**EMAIL MARKETING**

**AFFILIATE MARKETING**

**BROCHURE | ECOMMERCE WEBSITES**

**CRM | CUSTOMER RELATIONSHIP MANAGEMENT**

**FORUMS | BLOGS | BOOKING SYSTEMS**



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SEO MARKETING AND WEB DESIGN CONSULTANTS.

## CONNECTING YOUR BUSINESS TO THE MARKETING RESOURCES YOU NEED

01 Systems offer professional internet marketing services, including SEO | search engine optimisation.

We are a complete internet services and marketing company covering web design, servers and hosting, search engine optimisation, pay per click management, email marketing, direct mail marketing, booking systems and ecommerce.

01 Systems are based in the UK, near Stockport, Cheshire and service clients needs from the UK and around the globe.

### MARKETING SOLUTIONS

- SEO | SEARCH ENGINE OPTIMISATION
- PPC | PAY PER CLICK
- DIRECT MAIL
- EMAIL MARKETING
- AFFILIATE MARKETING
- BROCHURE | ECOMMERCE WEBSITES
- CRM | CUSTOMER RELATIONSHIP MANAGEMENT
- FORUMS | BLOGS | BOOKING SYSTEMS

## flexible solutions for your business needs

### SEO | NATURAL INTERNET MARKETING

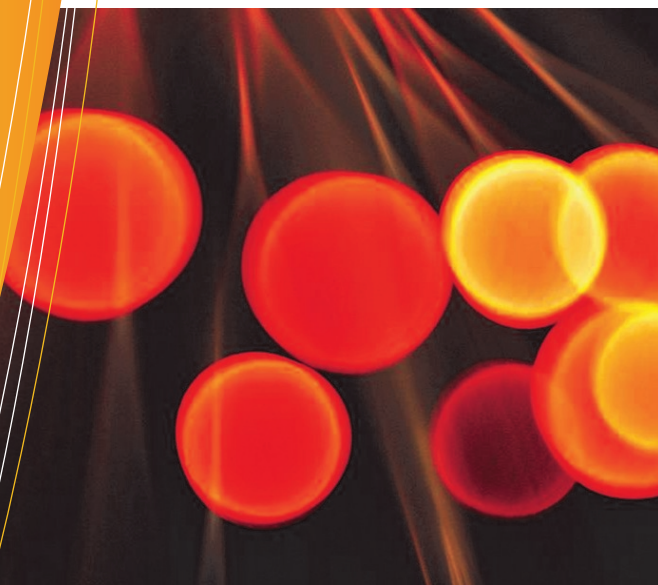
Search engine optimisation (SEO) or natural search optimisation is about maximising the potential visibility of a web site by making pages that will appear frequently and more prominently in search engine results. Using our methods and services, you will drive more targeted customer traffic to relevant site categories and pages.

- 62% of search users click a link on the first page of results
- 85% of users look only on the first page of results
- 42% of users click the top ranking link on a search
- 77% of users choose natural listings over paid

### PPC | PAY PER CLICK

Using the Pay Per Click (PPC) model you will be billed for each time a potential customer clicks on your advertisement. Results usually appear as a "sponsored link" in search engine results, related web pages above / besides the natural search engine results.

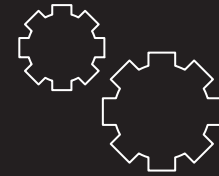
The advantage of PPC is that adverts will start showing immediately, with greater control over advertisements. Bids under the google ad-words program begin from around £0.10.



## DIRECT MAIL MARKETING

Direct Mail is the delivery of advertising material directly to recipients of postal mail. This forms a significant sub discipline of direct marketing. Data can be filtered to suit a particular demographic or niche so Direct Mail can focus on a specific audience.

Direct Mail is a flexible physical marketing medium and can be used to complement other marketing techniques including email marketing, search engine marketing and other traditional marketing techniques.



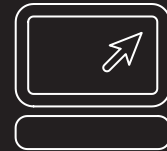
## CUSTOM SOLUTIONS

01 Systems develop custom marketing solutions for your business needs.

## 01 SYSTEMS IMPLEMENT TECHNIQUES OUR CLIENTS NEED TO IMPROVE THEIR ONLINE PRESENCE

## EMAIL MARKETING

Email marketing is much like direct mail marketing, however, email marketing is quicker and cheaper to implement and quicker to see results. Marketing in this way allows a business to build good relationships with their clients, updating them on new products and services. We consult on the best methods to build a customer database, how to offer incentives for potential clients to join your mailing list, design and implement your email marketing campaign.



## WEB SOLUTIONS

01 Systems develop web solutions for your business combining websites, marketing, servers and hosting to maximize your users internet experience and online exposure.

## AFFILIATE MARKETING

Affiliate marketing in principal is a very simple process, working much like a commission based referral service. A network of websites (affiliates) are commissioned for a company wishing to increase online traffic and sales referrals (merchants).



The affiliates generate traffic and refer potential clients to the merchants website, in return the merchant offers a commission on sales or pays per click referral.

Affiliate Marketing has become a major part of internet marketing with most brand leaders running affiliate programs like eBay, Barclays and Virgin just to name a few.



## EBUSINESS SOLUTIONS

We implement ecommerce solutions packed full of the features found in famous on line stores and it doesn't involve getting into code or parting with an unimaginable amount of money.

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## BROCHURE | ECOMMERCE WEBSITES

Do you need a brochure website to provide information on your products, services and details about your company? Do you want to trade online and sell products directly to your customers utilising secure server technology?

We offer both brochure website design and ecommerce solutions for you and your business. Our ecommerce solutions enable your customers to find and purchase products online swiftly and securely. We implement high-grade encryption for peace of mind and are partners with Comodo who provide SSL certificates and Trust Logos for your business.

## CRM | CUSTOMER RELATIONSHIP MANAGEMENT

Customer relationship management (CRM) is a term applied to processes implemented by a company to handle its contact with its customers. CRM software is used to support these processes, storing information on current and prospective customers. Information in the system can be accessed and entered by employees in different departments, such as sales, marketing and customer service. The rationale behind this approach is to improve services provided directly to customers and to use the information in the system for various targeted marketing methods.

## FORUMS | BLOGS | BOOKING SYSTEMS

01 Systems offer a wide range of Internet services for businesses. From email and direct mail marketing, brochure websites, ecommerce solutions and customer relationship management to other tools and systems such as online booking for hotels apartments and villas, blogs, forums and ticket support systems. We support your business through our services to help you achieve your business objectives.

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your business needs

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