



# More Local



# Business

We will grow your business through internet strategies tailored to your business. We increase sales, improve communication and grow order values. Achieving your business objectives is good for our business.



## The MSI Guarantee

We are so confident you'll be happy with our service, we'll give you your money back if you're not.

## Online Marketing

The internet offers you the chance to connect with your customers in so many different ways, best of all they are very targeted and cost effective. With so many different means of communication it can be difficult to decide which is going to work best for your business.

We will help you identify which marketing method(s) are going to best suit you, your customers and potential customers.

## Services

MSI Commerce can assist you in growing your business through the following internet marketing methods.

Keyword Analysis & SEO

Pay per click advertising

Web site design and build

Email Marketing

Each one offers different benefits and features, which are touched upon through the rest of this brochure.

## Keyword Analysis

In the words of Steven Covey – “First things first”. Before you can begin marketing through the internet with SEO, PPC or a website you must understand what your customers and potential customers are searching for. You may say – “I do conveyancing for my clients” they may say – “We want a solicitor to help us buy a house”. It may be an even more subtle difference, but until you have researched what it is your customers are searching for, it is unlikely you will be found in a search engine.

Make sure you are being found in searches that are relevant to your business.

**From £150**



## Search Engine Optimisation

Search engine optimisation ensures you are found by the relevant customers. MSI Commerce will tune your site and create sign posts around the internet so that you appear on the first page of Google’s search results. Check out the reasons for being on the first page below and look at the success we had with jag press & publicity.

**From £150**

## The Importance of being first

Searchenginewatch.com May 25th 2010 – Being at the number one spot on the Google search results means that you will receive nearly twice as much traffic as being at number 2. If you aren’t on the first page then nearly 90% of people are unlikely to even find you.

## Case Study

Project Brief - jag press & publicity are a full service PR agency based in Horsham West Sussex. The company’s objective was to be found under a geographic keyword search outside of Horsham.

Solution - MSI Commerce implemented a 3 month SEO strategy - the target “PR Sussex”. Through keyword analysis this was seen as the largest target market and was deemed important to the client.

Results – Within 1 month jag had reached the first page of the Google search results. At the end of the 3 months jag had hit the number one spot on the first page.

## Pay Per Click Advertising

Pay per click advertising (PPC) offers a low cost, low risk method of attracting new customers. You only pay for the advertising you use, so no results no cost, it can be set up in a couple of hours and it can be changed on the fly, so if it isn't working changes can be implemented in minutes not weeks. **Never tried it before? Receive £50 vouchers to get yourself started!**

### Tell Me More

PPC adverts are those that you see at the top and down the right of a search results page, however they now also appear in Facebook and LinkedIn offering a broad demographic.

There is only 3 lines of text so you need to be concise and focused. However this means you quickly know what's working and what's not.

The adverts are only displayed under specific searches and can be geographically focused, so you know are only reaching the relevant people.

### Builders Woking – Case Study

A builder in Woking, specialising in property repairs as part of an insurance claim had seen a significant fall in telephone calls when a previously consistent marketing method went downhill. Telephone calls were required ASAP to keep the pipeline of working going. The calls had to be from local customers though.

**Solution** – Implement a PPC campaign across a number of keywords but only display the ads to potential customers in very specific geographic areas.

**Result** – PPC advertising was up and running within 1 week and 3 new pieces of business were acquired within days.

**From £120!**

## Websites – Ecommerce, Company, Microsite or Competitions



A website, as well as being a company brochure, is a vital tool for increasing your company's profits. Websites in their many shapes and forms can be someone's first view of your business. It is therefore makes sense that it is the best representation of your business possible. We know what works and can advise you on the best way to grow your business through a website

Websites are more than just a few words on the internet, they are a marketing tool, a company brochure, a virtual business front, a sales tool, a shop but most of all they should help you achieve your business objectives and provide a positive return on investment.

**Company Website** – MSI Commerce offers a level of website to suit every business type. Each level builds on the previous, providing more features, functions and greater integration with your business

**Tactical** – Designed for new and small businesses, offering the best start in an online presence that will be found in Google's search results and has the ability to reach the top of the search results pages. Custom designed to match your existing branding it will provide be a significant part of your marketing that will deliver new customers increased sales and improved profits. From £1500 or £75 a month for 2 years

**Strategic** - For established businesses that need more from their website. We'll provide up to a days web consultancy to see how best to increase your profits through the web. We'll integrate the website into 1 of your key business systems where required to reduce manual effort and save you money. Plus we'll get you start on one of your chosen keywords boosting you to the first page of the results. From £2750 or £125 a month for 2 years

**Visionary** – For those businesses that see the web as key to growing their business, we provide 2 days of on-site consultancy to ensure we thrash out all your business requirements. Integration with multiple business systems ensuring consistent data and reduced costs. Search engine optimisation on 3 keywords boosting your site to the first page. From £5000 or £225 a month for 2 years.

**Ecommerce** – We use the Magento ecommerce platform, an industry leading ecommerce solution that suit most businesses. With bags of features, simple checkout solution and the ability to use nearly all payment gateways the only thing for you to worry about are the products that you will be selling. Get 3 days consultancy covering everything from payment gateways, to merchant numbers and PCI DSS. From £8000

**“We have over 10 years of experience in websites and have previously worked with the likes of Thorntons, White Stuff, Yell.com, Gala Bingo and Coral, get off to the best start possible by Calling Michael at MSI Commerce. All our work is covered by our guarantee.”**



**MSI COMMERCE**

**Temple Court Business Centre,**

**5 High Street, Woking**

**GU21 6BH**

**Tel: (01483) 901923**

**[www.msicommerce.co.uk](http://www.msicommerce.co.uk)**