



bendrax

Marketing Proposal



A decorative graphic on the left side of the slide, consisting of a cluster of triangles in shades of blue, yellow, and white, arranged in a geometric pattern.

bendrax

AGENDA

ABOUT US

WHO WE ARE

WHY CHOOSE US

MEDIA STRATEGY

REPORTING

We offer what matters
quality and experience

WHO WE ARE

Bendrax, Ltd specialises in designing, implementing and promoting proven scalable brochure and ecommerce website solutions that deliver results. Our flexible framework allows, you the client, to be involved in creating the ecommerce solution your business requires.

Partnerships

Using our unique qualified partners to provide consulting in the digital and traditional media services. Providing and integrated marketing approach to understanding holistically what resources are necessary to complete and provide results from all methods of media and communication.



WHY CHOOSE US?



Experience

You'll have a team of experienced pros working on your account, not entry-level marketers. We have more than 20 years experience.



Value

We offer what matters — quality and experience. We deliver the highest value for your budget.



Relationships

Building relationship is important to us and we have developed great long-term relationships with most of our clients.

MARKETING STRATEGY

Use Finance oriented sites and blogs specific to attract customers especially those seeking tax incentivized investments, Search Display and Retargeting off of related keywords, and Domain Retargeting off of the client's website-inspiring qualified visitors to return and apply. Use other digital media, advertorial, traditional media, garner media attention and use other targeting tactics to create growth.

Assumptions:

- Branding is in place and we will adhere to all branding standards.
- Helping to marketing to the B2C market in the UK.



WHY CHOOSE US?



Results

Results oriented team pivoting on a dime with the aid of reporting analytics.



Trust

Simply put, strive to understand your business and the changes it endures.



Solutions

Leveraging our knowledge of your business, we're able to create world-class solutions that incorporate more than just the latest technology.

MEDIA STRATEGY

SEARCH RETARGETING

Retarget an audience based on recent searches they have done on the major search engines or on your website.



DOMAIN RETARGETING

Retarget and audience based on a recent visit to your website.



ADVERTORIAL

Presents itself in many forms: as a segment on a TV show, an article in an editorial newspaper or magazine usually written in an objective format. Unlike advertisements which are made to attract people by over exaggerating their product or service, advertorials do not give that image.



ADWORD/SEARCH CAMPAIGN

Text Ads displayed Google or other search engines that help your clients get desired results. Then potential customers click on your ad and go to your website to learn more or buy.



MEDIA STRATEGY



TRADITIONAL MEDIA

Industries that are generally considered part of the old media are broadcast and cable television, radio, newspapers, magazines, books and most print publications.



MAGAZINE ADVERTISING

Presents itself in many forms: as a segment on a TV show, an article in an editorial newspaper or magazine usually written in an objective format. Unlike advertisements which are made to attract people by over exaggerating their product or service, advertorials do not give that image.



TV ADVERTISING

Serve TV advertising or garner media based introducing the product to the market featuring the uniqueness of the product.



SUPPLEMENTAL

Email Marketing Automation Campaigns:

- On boarding/Welcome/Intro
- State of company
- Financial disclosure changes
- Status of funds and time line
- Other products available

Today's consumer interacts between 3-5 times with your brand's marketing before converting. So reporting is a vital indicator of a potential client's journey of interaction across your multiple marketing mediums.



Adwords

Google Web Analytics



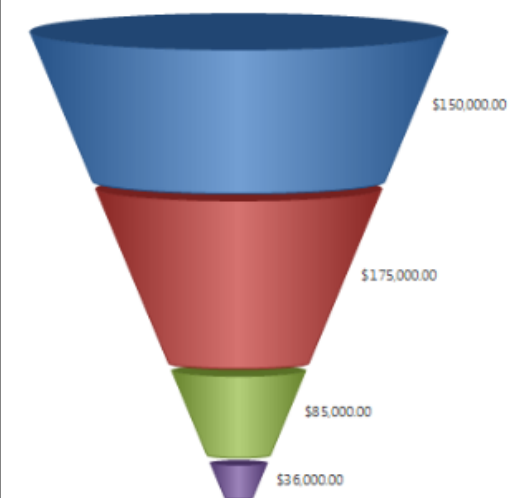
Retargeting

Google Web Analytics



Email Marketing

GA & ESP



CRM (If needed)

Other sources



THANK YOU
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