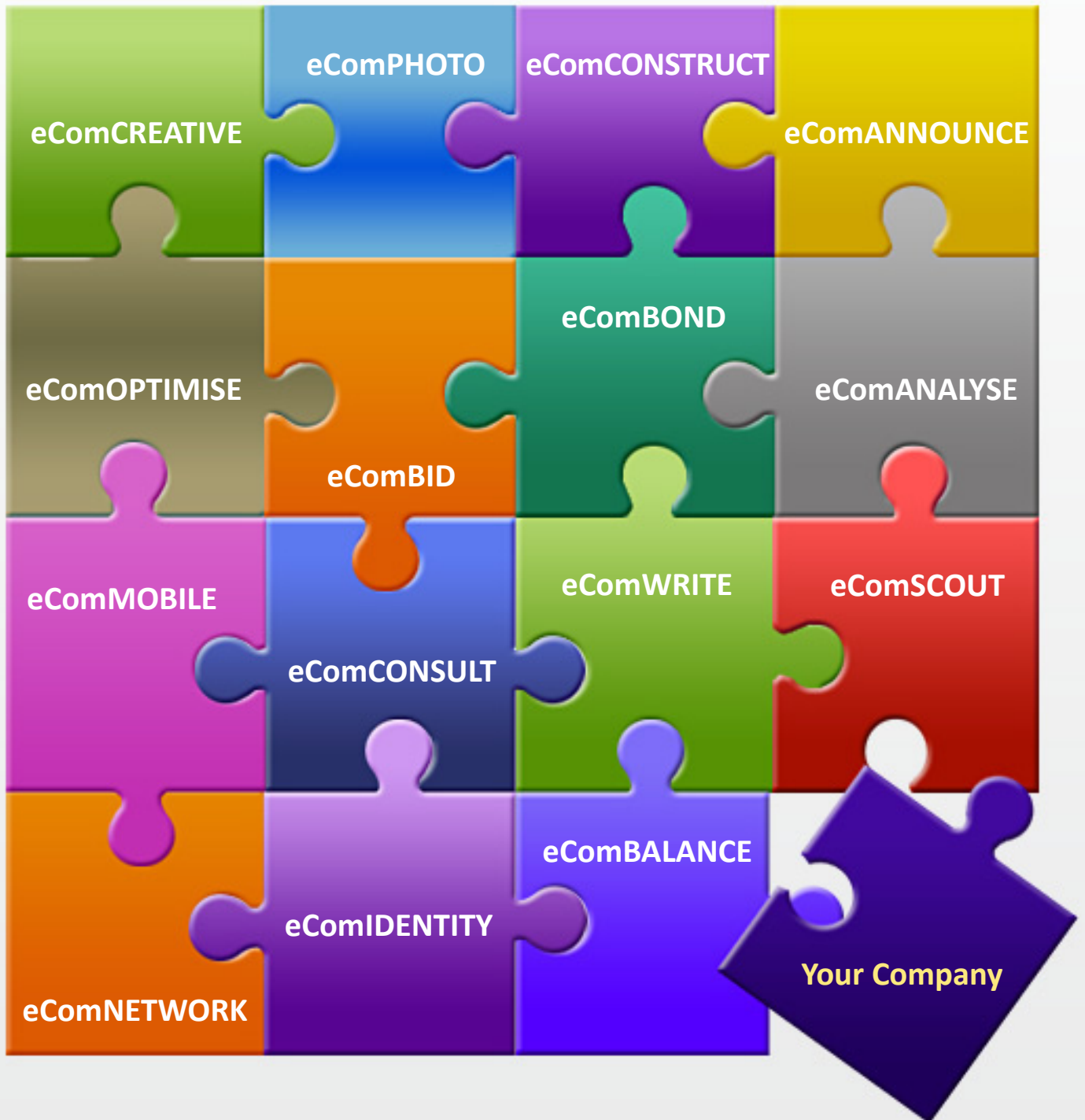


eCommerce Associates

Build your Success & Expand
your Market Share



 **eCOMMERCEASSOCIATES**

Online Marketing Solution

email: info@eass.co.uk tel: 0845 644 1234



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About Us

eCommerce Associates is a global online marketing firm. Our team changes the way people look at marketing and our clients never look back.

We work with top UK brands to execute a variety of strategic and creative marketing plans that connect them with their customer base and generate appreciable value for their clients.

Our innovative and exciting marketing tactics work hard to enhance brand recognition, foster customer trust, and encourage consumer-driven dialogue.

As the trusted resource for online market expansion, we provide carefully tailored solutions that integrate seamlessly with current campaigns and corporate values.

We believe in the brands we serve and are confident in the outcome of our campaigns. At eCommerce Associates, we foster a culture of trust and an expectation of shared achievement.

Your Success is Our Success.



eComCONSULT

The eCommerce Consultancy Team unites senior marketing and programming professionals. Our consultants are assigned to clients based on expertise, industry experience, and your specific requirements. This team works with you to generate a comprehensive report – one that evaluates the online presence of your company and that of your competitors. Our experts carefully situate these results within forecasts for your industry’s growth and expansion, introducing new and potential markets for your products and services.

The eComCONSULT report provides invaluable market research and serves as a blueprint for effective and efficient online marketing strategies. At the completion of the evaluation stage, your consultants provide a bespoke solution designed to expand online presence and integrate seamlessly with your company’s core identity.

eComOPTIMISE

Search Engine Optimisation (SEO) is an integral component of successful online marketing. The eCommerce Search Engine Optimisation (SEO) Team comprises expert analysts drawing on experience and innovation to improve site ranking and client reach.

eComOPTIMISE experts work in small interdisciplinary teams with other marketing professionals. Through skill and expertise, this team manipulates websites to meet the high standards that Search Engines and consumers demand. Working closing with other members of the eCommerce Associates team ensures that eComOPTIMISE strategies are smoothly integrated into attractive and professionally written websites. Your personalised team will analyse your company’s objectives and your perspective online position, relative to your competitors and associated industries. These experts provide, through consultation, a solution set of SEO strategies, including targeted keywords and phrases. that will convert to visitation for your site.

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eComBID

Due to economic shifts and restrictions imposed by search engines, many companies are redirecting their focus away from Pay Per Click (PPC) solutions. At eCommerce Associates we retain an active interest in this medium and judiciously integrate PPC solutions into the right marketing plans.

Our analysts and marketing experts have engaged with Pay Per Click (PPC) through its innovations and evolutions, understanding its current role and capabilities. Your personalised eComRESULTS team will match, exceed, and manipulate the Pay Per Click (PPC) algorithms to maximise visitation and conversion for your company's website. While we remain cautiously optimistic about the future of Pay Per Click (PPC), this solution is rarely implemented alone. Instead, eComRESULTS works in harmony with eComCONSTRUCT to create micro-sites. These satellite-marketing solutions are designed to generate high quality search ratings, reducing Pay Per Click (PPC) costs and enhancing top positions for your campaigns.

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eComANNOUNCE

Instant updates access to information are major factors in shaping the way the internet has changed communication and marketing forever. The timely release of current events and breaking news keep your customers informed and engaged with your brand. eComANNOUNCE is an interdisciplinary team of journalists and social networking experts, posed to craft and syndicate press releases, blogs, and other updates about your company and services.

eComANNOUNCE solutions regularly integrate with eComBOND and eComSOCIAL, providing a cohesive blanket of rich information to generate online traffic and spark the interest of consumers. eComANNOUNCE is one of many bespoke products available to eCommerce Associates clients. At the completion of the evaluation stage, your consultants provide a bespoke solution designed to expand online presence and integrate seamlessly with your company's core identity.



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eComIDENTITY

A successful brand serves as banner under which loyal consumers are able to unite. It becomes a component of their identity and satisfies a deep cultural longing. eComAWARE comprises a team of marketing and cultural experts who work closely with graphic designers, analysts, and copywriters. In conjunction with eComCONSULT, eComAWARE helps you to identify your true brand and develop its full potential with innovative marketing solutions and consumer communication.

For companies with strong off-line brand identification, eComAWARE navigates the route to building an online presence. Our team builds on your present status, translating offline brand loyalty to online success while preserving the integrity of your company's identity.

eComAWARE is one of many bespoke products available to eCommerce Associates clients. At the completion of the evaluation stage, your consultants provide a bespoke solution designed to expand online presence and integrate seamlessly with your company's core identity.

eComMOBILE

SMS (Short Messaging Service) Marketing is an innovative marketing solution that offers good value and the potential for exceptional returns. This highly malleable marketing strategy provides instant communication between you and your consumer base, building brand loyalty and generating conversions.

In conjunction with both online and traditional marketing strategies, eComSMS enhances consumer interaction, allowing them to text an easy to remember codeword to a short string of numbers. The communication that follows can be a simple automated message or the start of a personalised and ongoing consumer-to-company dialogue.

eComSMS also provides an unparalleled ability to run performance analysis, capturing and quantifying consumer interactions in real time through simple to operate, automated systems. eComSMS is one of many bespoke products available to eCommerce Associates clients. At the completion of the evaluation stage, your consultants provide a bespoke solution designed to expand online presence and integrate seamlessly with your company's core identity.



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eComWRITE

The written word is central to a successful campaign.

eCommerce Associates offers a diverse and talented team of writers with a wide range of expertise and backgrounds. Depending on the project's requirements and objectives, your personalised eComCOPY team may include financial journalists, technical writers, marketing professionals, or scripting experts.

Our copywriters work in multidisciplinary teams to create web content, sales copy, informative and interesting articles, press releases, and video/voice scripts that serve your central objectives. eComCOPY harmonises well with eComANNOUNCE and eComSOCIAL to form a cohesive message and a successful campaign.

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eComNETWORK

Grass root, personal communication through social networks is a powerful and innovative marketing arena. Twitter, Facebook, Bebo, and MySpace provide unprecedented access to potential markets and a malleable platform for innovative advertising. eComSOCIAL offers a dedicated team of networking specialists to manage and expand your social presence, attracting new consumers and providing value-added resources to your market.

A niche group of copywriters serve as the pulse of eComSOCIAL and are assigned to campaigns based on interest, expertise, and objectives. Through consultation, your customised team analyse, develop, and manage a roster of social networking strategies that foster consumer loyalty, generate online traffic, and work in harmony with other aspects of your personal eCommerce Associates online marketing solution. eComSOCIAL is one of many bespoke products available to eCommerce Associates clients. At the completion of the evaluation stage, your consultants provide a bespoke solution designed to expand online presence and integrate seamlessly with your company's core identity.



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eComCREATIVE and eComPHOTO

Online marketing operates in a flexible and innovative world of multi-media platforms and technology. Highly visual and interactive, the internet allows you to communicate with consumers on multiple levels, engaging their senses and sparking their imaginations.

eComCREATIVE offers a diversified team of graphic designers, visual artists, and illustrators to inject beauty and interest into your campaign.

eComPHOTO provides professional photographers who specialise in product, location, and portraiture photography.

eComCREATIVE and eComPHOTO are two of many bespoke products available to eCommerce Associates clients.

At the completion of the evaluation stage, your consultants provide a bespoke solution designed to expand online presence and integrate seamlessly with your company's core identity.

eComBOND

eComBOND offers ongoing inter-linking support from a diverse group of researchers, marketers, and programmers. Your personalised team provide specialist link building and directory listing services to encourage site traffic and improve search quality.

Working in conjunction with eComOPTIMISE and eComSOCIAL, eComBOND creates unique and valuable link relationships to enhance your sites search engine presence and page rank.

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eComCONSTRUCT

eCommerce Associates offers a large team of expert programmers to build websites and dedicated CMS systems. As masters of programming fluency, your personalised eComCONSTRUCT team offers advice and is able to operate in the programming language of your choice.

With the highest standards for cohesion and quality, all eComCONSTRUCT websites are quality controlled and tested at each stage for cross browser compatibility, Section 508 standards compliance, and consumer usability. Your personally assigned Senior Information Architect oversees the construction of the website, coordinating the strategies of eComDESIGN, eComOPTIMISE, and eComCOPY teams. A cohesive and carefully orchestrated approach ensures that the website meets the standards for marketing objectives, search engine requirements, and consumer expectations.

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eComANALYSE and eComSCOUT

Online marketing provides opportunity for continuous monitoring, tracking, and improvement. As a fast-paced and ever-evolving medium, online marketing requires continuous real-time monitoring and analysis.

eComANALYSE is an interdisciplinary team of programmers and analysts, working to track your online marketing activities and provide quantifiable breakdowns of status and progress results. Offering a related service, eComSNOOP monitors competitor activity. This specialised team of analysts evaluate general industry and market trends, as well as specific actions and results, providing recommendations and adaptation strategies.

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eComBALANCE

For some clients, eCommerce Associates is pleased to offer an innovative and unique product – eComBALANCE. This product serves as a stepping-stone toward a partnership of mutual risk and shared success.

Our knowledge and experience as a market agency provide a unique perspective on modern marketing techniques. This, along with a pride in the brands we serve, led to the creation of eComBALANCE. This specialised product is tailored to allow eCommerce Associates assume a large proportion of the monetary risk for a percentage of the measurable marketing return.

Our vested interest in maximizing your sales potential is a quality that cannot be purchased in a standard fee-for-service structure. Instead, we tie our success to your success, and as a result we assume an ownership and a pride that is unique to eCommerce Associates.

eComBALANCE is available only upon consideration and may not be suited to every client.

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