

The Future of Marketing Starts With Us



MARKET-PRO

Creativity is intelligence having fun.



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Vision :

Delivering measurable results to clients, employees, and vendors

Mission:

Market-Pro is pure canadian digital marketing provider empowering businesses of all sizes on their journey of digital transformation.

Objective:

Growth, sustainability and Quality to achieve optimum Returns

Challenges:

- Marketing can be very **expensive for a new businesses**
- Generating leads
- Finding the right tools
- Recruiting talent
- **Harder to get consumers trust** when starting to market a small business
- **Harder to “Stand Out”** from other competition
- Traditional Marketing is **gradually losing its audience** and is more **expensive to produce**
- **Harder to track** the results of marketing attempts

How Does Digital Marketing Help Your Business Grow

- Cost-Effective and Efficient Than Traditional Methods of Marketing
- Uses latest technology to tackle a larger reach of audience.
- Provides statistics and analytics of the effectiveness for your business marketing effort.
- **Visual pleasing and aesthetic** designs to help appeal to the target audience
- **Creative solutions** can help businesses “Stand Out” from competition.
- Can Strengthen trust between the business and the consumer
- **DIGITAL MARKETING BOOSTS REVENUES (AND ROI- Return on Investment)**

Digital marketing is a Growing Sector in the Marketing world

Digital Marketing generates **50%**
Greater interactions with customers than
Traditional Marketing. While costing much
less.

Top-Down Analysis

Let's say we have **500,000 people** in our area, and **5% reached through digital marketing as customers.**

We will generate more than **\$1,250,000.00 monthly in revenues**



Great/Effective
Design



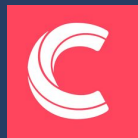
Manual/Time Demanding



Automatic/Fast Results



Google Sites



Bad
Design



Competitors Strengths



- Beginner Friendly
- Easy to use
- Well designed Templates



- Variety of Services
- Easy to use Templates



- Can provide a variety of products
- A large variety of Templates
- Beginner Friendly



- Free
- No Programming or Database skills required
- Creator have full control over their creation



- Friendly Customer Service
- Provides High Quality products
- Fast Results



- Large variety of services
- Provides statistics and analytics
- Fast Results



Competitors Weaknesses



- Free Plan forces Wix Branding ("Made with Wix")
- Limits users creativity
- Tracking and analytics require a paid plan



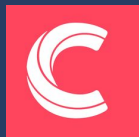
- Expensive
- Unresponsive Customer Service
- Gives Little Control



- Overuse of templates & Designs
- Pay for higher quality designs
- No Local File Storage



- Limited functionality
- Not enough customization
- Not SEO Friendly



- Can Be Expensive
- Mainly Design Based (doesn't provide statistics, analytics, SEO)



- Expensive for New and Small Business



How **Market-Pro** Stand Out from Competitors - Competitive Edge

- **High Skilled Web Developers** for unique and creative Web development and App Development
- **Our Fast and Unique SEO Forecasting and Reportings Software and Service.**
 - Provide amazing statistics that can help business identify which areas they are lacking and where they to have to reach for more potential customers
- Provides **Cloud Hosting, Web Maintenance, and Web Hosting**
- Both **IOS** and **Android interactive** app development using the Dart and Flutter coding language
- **Application Programing Interface (API)** how multiple applications can interact with and obtain data from one another
- **Designated Technical Support to Each Customer**

Future Of Market-Pro

Expanding and Developing into other
Projects



Programmatic Advertising



CONNECTING COMPANIES



Summary



Strong Teams



Growth Opportunities:

Digital Marketing in Canada is expanding with growth rate of 3.2% as compared to other business segments there is a lot of room for growth



Digital Ad spend in Canada:
8.45bn CAD



Can Generate approx
CAD \$ 518,400 of
revenue in one year



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