



# Webfactories Partnership Offerings

We enhance the **ONLINE CREDIBILITY** and **VISIBILITY** of companies, through all inclusive web, digital marketing and online advertising services.



## Our Mission

We enhance the **ONLINE CREDIBILITY** and **VISIBILITY** of a company or organization, through all inclusive web, digital marketing and online advertising services in the cloud.

These services include:

- ❖ Websites or Landing pages that give **CREDIBILITY** to a company or organization
- ❖ Websites and Landing pages that can be accessed seamlessly through all hardware devices in the market (Mobile First websites)
- ❖ E-commerce and mobile Commerce sites
- ❖ Online advertising ads and online classifieds
- ❖ E-mail and Newsletter marketing campaigns
- ❖ Blogs for Search Engine Optimization





Today's small businesses have more web and digital marketing options than ever before. Analytics are ever more powerful, automation is ever far reaching, and targeting is ever more precise. With that power has come increasing complexity and confusion for a lot of companies, especially for SME's.

## Top insights

- ❖ Small business marketing is a lonely job for over 50% of business owners
- ❖ Web and Digital Marketing is far from universal in the small business world
- ❖ Analyzing and tracking return on web and digital marketing investments is a major struggle
- ❖ Following up with leads and customers is also a tough task
- ❖ Web and Digital Marketing Stack used by small businesses is fairly unsophisticated.
- ❖ 58% of small business owners are using social media, but less than 50% of them are creating any other content, such as blogs to get leads.



Together we make the small marketing job less lonely. With a set of well-defined Templates we plan and deliver a customer's

- ❖ Web and Digital Marketing Strategy
- ❖ Web and Digital Marketing implementation plan
- ❖ Custom Design mockups for all digital assets
- ❖ Build-up of all digital assets
- ❖ Live launch of all digital assets
- ❖ Analyze and track all digital assets over the entire service period
- ❖ Recommend enhanced web and digital marketing strategies to further grow the business and the customer base



The combination of a Software-as-a-Service (SaaS) delivery model and a consultative sales approach throughout the entire service life cycle, allows us to easily acquire, retain and upsell customers. What large web agencies manage to do for larger organization, we manage to do for

small business that are in need of working and cost-effective tools to run their web and digital marketing assets.



Speed of  
deployment



Ease of use



Integration



Architecture

## Speed of deployment:

- ❖ **Initial deployment is a matter of weeks not months;** whether your customers launch a new service or product, open a new branch, change the house style of the company or deploy micro sites, the setup time will be a matter of days, not weeks not months. No additional development, no additional hardware allocation, no data center management, no complex project management: only building the content within the existing platform is the task at hand.
- ❖ **No technology delays:** launching a new online web shop, no need to go through a lengthy analysis. Activate the e-commerce module, populate it with the necessary data and you are up and running.
- ❖ **Mobile and Responsive designs:** your customer wants to change the look and feel of your web presence through a different design? What took months of complex programming can now be done in a couple of weeks through our state-of-the-art editing kit.

## Ease of use

- ❖ Manage data from anywhere on the web and have access to all the content through a web browser
- ❖ Set levels of user rights to build, manage and update content on a daily basis
- ❖ Integrate all digital media in to your site seamlessly
- ❖ Succeed without unnecessary IT involvement

## Integration

A web content management system is not and can never be a standalone solution. It needs to integrate with other technologies. Our web content management platform integrates perfectly with other cloud based platforms such as:

- ❖ Google and Zoho Business Apps for e-mail and online collaboration
- ❖ Zoho CRM and other Zoho business apps
- ❖ all major social media platforms
- ❖ E-mail marketing platforms like Mailchimp
- ❖ Analytics tools like Google Analytics
- ❖ Sophisticated survey platforms

### Architecture

- ❖ **Availability:** visitors have access to your sites at all times since we guarantee 99.99% uptime through our high-availability, high-speed content delivery network.
- ❖ **Speed:** Our highest performing Content Delivery Network (CDN) is based on next-gen tech which allows us to provide one of the fastest, most reliable and highly available CDN globally for any websites
- ❖ **Scalability:** whether you have 500 or 5,000 visitors per day, a website will be equally accessible by all visitors without the need of deploying extra server capacity.
- ❖ **Security:** One-Click SSL. We generate, deploy and manage unique SSL certificates for each site with just one click.



OPPORTUNITY for YOU

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# OPPORTUNITY

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for **YOU**

This is a unique opportunity for you to start your own web and digital agency right out of a box.



Our target market is small to medium businesses that are either in a growth stage or need to revamp their market communication strategy.

All these businesses know the future of their marketing is via the Internet, but they struggle with how to make it work and how to go about it. They need a reliable technology and consulting partner to help them break through the confusion and build a credible web and digital market presence, that can generate new business and revenue.

This is a unique opportunity for you to start your own web and digital agency right out of a box. As a Digital Marketing Sales Consultant, you will be able to provide turn-key web services that are bringing real value to your customers.



## Benefits for You

- ❖ All the tools to jumpstart your web and digital marketing business.
- ❖ No upfront fees;
- ❖ Solid margins or commissions;
- ❖ A well oiled service delivery mechanism, operating from Tier 1 data facilities around the globe.
- ❖ Experience in a lot of vertical sectors;
- ❖ Continuous pre-sales support to you and post-sales support to your customers;



## The Business Model

- ❖ **We offer you a sales agency model, which includes a licensing right to a Buzzin community city site.**
  - ✓ As a Sales agent or Digital Marketing agent you will operate as an independent sales agent for Webfactories in a given Territory, and sell the services for the account of Webfactories.
  - ✓ We do the end-to-end service delivery, billing and collection and all service support to the customers



# Sales agency model



Sales Agent



Digital Marketing Agent



End-to-End Service

## The Service Offering

# SERVICE OFFERING

We have **Buzzin community portals** in Aspley, North Lakes, North Lanarkshire, Kallangur and others.



You are offered the opportunity to run one or multiple city based community website branded Buzzin (<http://kallangur.buzzin.today>) as an example. The community sites give you credibility within the local community and they are a good starting point for any business in need of a digital exposure within that community. The community sites can be monetized through Featured Ads, Banners ads, Home Page websites and on-line [Classifieds](#).

We have **Buzzin community portals** in [Aspley](#), [North Lakes](#), [North Lanarkshire](#), [Kallangur](#), [South Lanarkshire](#), [Glasgow](#) and [Strathpine](#).



We are looking for partners to expand this concept throughout your country.

You have access to a whole suite of Web, special e-commerce and mobile web apps offerings, as well as tailor made digital marketing programs. All our services are hosted in the cloud, social media enabled and mobile web enabled.

### Our Web Service Packages:

- ❖ [Pages](#) Pro, Limitless and Platinum
- ❖ [Shops](#) Pro, Limitless and Platinum

### Our Digital Marketing Service Packages

- ❖ Blogs for Search Engine Optimization
- ❖ Newsletter Marketing
- ❖ Social media account set-up
- ❖ Social media content marketing



**WebFactories**

We enhance the online  
Credibility of your business

Visit our Website!

Inquire today to learn more: [WEBFACTORIES](http://WEBFACTORIES)

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