



Marketing Overview Analysis

- Comparison Shopping Engine Setup
- Pay-Per-Click Audit
- Google Analytics Tuning / Optimization
- ROI Tracking
- Return e-business Management

- Pay-Per-Click Management
- Data Feed Management & Optimization
- Consulting
- Search Engine Optimization
- Marketplace Setup & Product Upload
- Marketplace Optimization



e-Commerce Marketing Services

Expert marketing advice for budgets large & small

Are your marketing dollars working as hard as they could be?

Key

Benefits

- ▶ Certified Marketing Professionals
- ▶ Actionable Data Analysis
- ▶ Optimization Strategists
- ▶ Maximized Marketplace Positioning
- ▶ SEO Centric



Zoovy's marketing experts evaluate marketing efforts to ensure that an e-business' budget is being distributed to the best possible areas.

Work with trained and certified professionals on appropriate "white hat" marketing opportunities. From pay-per-click advertising to search engine optimization Zoovy's marketing team is available for tasks large and small. Work directly with marketing professionals who are just a phone call away.

Increase Sales

Zoovy's marketing team will analyze new opportunities for effective and affordable product exposure. This may include pay-per-click advertising or comparison shopping channels. Based on target audience and product niche, marketplaces may be an opportunity to explore.

Increase Organic Traffic

With search engines constantly changing it is important to continue an organic campaign that adjusts accordingly. Work with experienced professionals who monitor the rapidly changing search engine algorithm updates. Zoovy's marketing services team will work closely with you on increasing search engine results rankings. Zoovy's marketing team only suggests and implements "white hat" marketing tactics.

Brand Awareness

A business' brand may be the most important aspect of their e-commerce site. Recognition of your brand helps reduce the time of your customers' buying process and will allow you to maximize sales and profit margins. Zoovy's marketing team are experts in branding & customizing a campaign based on your specific needs. This includes paid advertising, organic search, brand positioning, and more, all based on your particular situation.



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Maximize Return-on-Investment

Zoovy's marketing team will work with you to realize return-on-investment goals and ensure marketing campaigns coincide with these budgets. Rather than increasing your budget, we strive to optimize your efforts, such as suggesting a smaller product selection or utilizing alternative advertising methods that provide better return-on-investment. Zoovy's unique approach to marketing each business maximizes return-on-investment ensuring the necessary fuel for future growth.

Marketing Services

Zoovy's marketing team has years of experience and proven success with providing top notch marketing services including:

- ▶ **Marketing Overview Analysis**
- ▶ **Comparison Shopping Engine Setup**
- ▶ **Pay-Per-Click Audit**
- ▶ **Google Analytics Tuning / Optimization**
- ▶ **Return-on-investment Tracking**
- ▶ **Return e-business Management**
- ▶ **Pay-Per-Click Management**
- ▶ **Data Feed Management & Optimization**
- ▶ **Consulting**
- ▶ **Search Engine Optimization**
- ▶ **Marketplace Setup & Product Upload**
- ▶ **Marketplace Optimization**

Graphic Design

Zoovy's e-commerce marketing programs bring more visitors to websites, and entice them into becoming a customer.

- ▶ **Logos** - A professional logo differentiates you from your competition as well as exudes reliability and trustworthiness.
- ▶ **Trade Show & Print** - Appealing to your customers through multiple mediums will expand your store's audience and brand recognition.
- ▶ **Web Banners** - Zoovy's design team can quickly and seamlessly design and integrate your marketing banners.
- ▶ **More** - Some other design elements that can benefit your company are Newsletter Templates, Sub-Brands, Seasonal Logos and more. Please call us to discuss our design services.



For Further Information about Zoovy's Marketing Services visit: <http://webdoc.zoovy.com/doc/51384>

This document is intended as a summary of possible configuration options which may not be available in all scenarios. Please refer to the online documentation for full product configuration details.