

# **iCraven – Marketing – Media – Web**

iCraven are different from most other website development and design firms. You see, we actually own and manage some of the most successful websites throughout Europe. We specialise in developing web sites that really work and produce measurable results.

We are experts in high search engine rankings, pay-per-click advertising, strategic linking, web marketing and optimisation.

Don't just take our word for it, please explore our web site, see what we do and call us on 0845 114 0137 or e-mail [info@icraven.co.uk](mailto:info@icraven.co.uk)

We offer free consultations and a 100% money back-satisfaction guarantee. We're that confident that we can produce the results you need.

## **Web Design & Development**

***"We have worked with these guys for over a year, fantastic designs, great results and a pleasure to work with"***

**James Austin, UK WEB**

- iCraven develop websites from scratch
- iCraven can re-design existing web sites
- iCraven can market websites

We specialise in **developing web sites that really work** and we produce measurable results. From one of Europe's most successful Camping and Touring web sites we increased the amount of members that joined per week by over 300% in just 8 weeks.

### **Why use us?**

**Our aim is to give you a return on your investment;  
as quickly as possible.**

### **Does your website do what it's supposed to do?**

- Generating leads
- Making sales
- Helping portray your business professionally
- Cutting administration costs and advertising expenses
- Attracting new customers
- Help you keep in contact with customers
- Keep existing customers

If you would like a free consultation to challenge us to make a website that will make a difference to you, please call us on 0845 114 0137 or e-mail [info@icraven.co.uk](mailto:info@icraven.co.uk)

## **Website Management**

Once your web site has been developed it is crucial that it is kept up to date and managed on an on-going basis. With good management, your web-site can be an incredible business asset.

Here at iCraven we don't just develop web sites then leave it up to you. We offer a wide variety of website management options to suit your budget and circumstances.

Our services include:

- Updating - keep your visitors coming back with up-to-date information
- Technical support - ensure your website remains working smoothly
- Statistical Reporting - to your requirements, monthly, weekly. Reports on the performance of your web site and visitor statistics and analysis.
- Marketing - attract new visitors to your website and turn those visits into leads/sales.
- Newsletters - keep your customers up-to-date with your latest offers and products

We manage many web sites that benefit from our expertise and experience. Would you like to get the most from your web site? For a free consultation please call us on 0845 114 0137 or e-mail [info@icraven.co.uk](mailto:info@icraven.co.uk)

## **We can help you sell your stuff!**

Web site marketing is one of the most cost effective and easily measurable forms of advertising.

Web marketing campaigns involve the following two elements:

### **Search Engine Optimisation**

This is basically developing your web pages so that they appear at the top of the search results. If your web site appears on the first page of a search result then you will receive a lot more visitors than if you were placed lower down in the results on the second, third or fourth page.

The hard bit is getting your web site to the top of the search engines, and with the ever changing criteria and assessments for sites to reach the high placings, its an ongoing challenge.

### **Pay Per Click Marketing**

**Pay Per Click marketing** is a fantastic way to speedily attract new visitors to your web site. Our experience gives the best possible result as we manage campaigns and adjust them in line with market changes.

Pay Per Click marketing includes the following aspects:

- keyword research and analysis
- keyword selection
- account setup
- keyword grouping
- copywriting
- landing page setup
- campaign reviews
- statistical analysis
- comprehensive reporting

If you would like to discuss marketing your web site then please call us on 0845 114 0137 or e-mail [info@icraven.co.uk](mailto:info@icraven.co.uk)

## Media

### **CD-ROM**

Your product catalogue or latest advertising campaign can be distributed by CD-ROM or DVD-ROM. This is an excellent way to generate leads and sales and is an interactive way to showcase your company. We have significant experience in creating interactive CD-ROM media.

A significant cost saving was made by one of our clients, an engineering firm that was spending over £600,000 per year in printing and postage costs when sending out their product manuals and design specifications. We published these documents on their website and also provided an interactive PDF database on CD-ROM which they can send to customers. This has reduced their costs by over 50%, making an overall saving of over £300,000 per year.

### **PDF**

iCraven create many PDF databases and online product manuals using PDF. For the less technologically savvy of you out there - PDF is basically a file format. It is a more secure, reliable way of electronic document distribution and exchange. It is an excellent way of electronically distributing your price lists, product catalogues, and manuals. Anyone with a computer can view a PDF document using Adobe Acrobat Reader (which is free to download, and comes pre-installed on most new PC's). Think of the costs savings that could be made if your printing costs were significantly reduced, and customers could request and download your latest price-lists or documents 24 hours a day, whether you were open or not.

### **FLASH**

iCraven provide flash screen-savers, interactive banner advertising, and animations for web, e-mail and CD-ROM distribution. To discuss your requirements please call us on 0845 114 0137 or e-mail [info@icraven.co.uk](mailto:info@icraven.co.uk)

## **The Team**

Our team includes on-hand web-designers, graphic artists, copywriters, animation experts, and marketing consultants.

Our client managers have the technical expertise and knowledge to analyse your needs and produce a proposal that will benefit your business.

iCraven is based in the Leeds - Aire Valley regeneration area where the UK has the highest concentration of blue-chip companies in one area.

If you would like to speak to us to discuss your needs please call us on 0845 114 0137 or e-mail [info@icraven.co.uk](mailto:info@icraven.co.uk)