

# Online marketing and Web services



## Websites that don't add up

Having a website and investing in a website are two different things. A site gives you an address on the web. However, with an investment, you look for a return. You expect your website to bring you traffic to convert into prospects and customers. A website, alone, cannot achieve this. It will be only one of the factors in a complete eMarketing strategy. Too often, having a website without an effective eMarketing strategy can be momentarily impressive, then increasingly disappointing, offering little or no return.

Your eMarketing strategy, therefore, embraces not only your website but the means by which you attract, convert and retain your customers, building your business community.

## How we can help

### OUR eMARKETING SERVICES

We design campaigns and build websites, for smaller and medium-sized organisations wanting to gain direct business benefits, or for larger organisations wishing to target specific services. Our sites are usually an integral part of an eMarketing strategy and may also include discrete microsites and portals. Our approach embraces linked websites, email marketing, site advertising, and eNewsletters, brought together in a single strategy. We will also integrate this with direct mail and repurpose other client assets.

#### > BRAND BUILDING

Creating and promoting your brand online, developing look & feel and achieving increased brand awareness through web and email strategies.

#### > WEB MARKETING

We can turn your website into a powerful marketing tool, ensuring that clicks are turned into contacts. We can develop highly focused microsites to capture specific campaign interest or attract through site optimisation and web advertising links. We can also supply eCommerce and self-service options.

#### > ONLINE BUSINESS COMMUNITY DEVELOPMENT

We can show you how to grow your customer and prospect base to be part of a business community, where you build relationships marked by value-based communication. Stay in touch with your community to be ahead of their next requirement.

#### > eNEWSLETTERS & ONLINE PUBLISHING

Let us create and manage your eNewsletters which will add value for customers and expand your reputation. We can also help you to create regular online publishing or provide exciting digital brochures which link, animate and impress.

#### > EMAIL CAMPAIGNS

Permission-based email is still one of the most powerful communication mediums. We can provide a campaign strategy making best use of HTML email to initiate interest and generate leads.

## Our client experience

Our clients include several global companies as well as UK government agencies. Recent Saffron House projects include fully-integrated eMarketing strategies for a leading IT software house and a rapidly expanding recruitment company. We are also developing marketing campaigns which are implemented through websites and microsites as well as email-shots, web banners, and eNewsletters. We are doing this for small-to-medium sized companies which have grown to become valued customers for many of our other services. We have been able to successfully tailor our services to match a variety of budgets and so can provide alternatives to conventional fee-based charging.

## Related services

### BRANDING

We have more than ten year's experience of designing and implementing branding programmes for clients such as Xerox, Philips, and UK Government as start-ups and SMEs. From corporate identity development to new product and service branding we provide a complete lifecycle service.

### INTRANET

Use our services to develop your vision and create your unique intranet strategy. Saffron House can help you to visualise, structure and design an intranet which engages at all levels, making work easier and employees more productive. Alternatively we can create a discrete functional or departmental site which will work within your existing intranet architecture.

### DIRECT MARKETING

When you need to create a fully integrated approach to your campaign we can provide a full multimedia solution, embracing online and printed collateral.

## Working with Saffron House

**Saffron House** has been providing successful communications and marketing consultancy and creative services to clients since 1994.

Our clients choose to work with us in relationships which are informal, responsive and pragmatic. For this reason we don't employ the usual agency structures. We keep our organisation tight and virtual, with the emphasis on high value and performance.

If you prefer the comfort (and premium) of a large agency then we won't be your choice. If, however, you want a catalyst - people who challenge the status quo and are prepared to think differently about your requirement - Saffron House can offer you this.

For more details of our approach to Online and Web Services, visit our website. Or, better still, contact:

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