

# Web-Clubs

Thinking **outside** the **inbox**



Email Marketing



Web Design



Social Media



Additional Services

We believe that all companies, irrespective of their size should be able to take advantage of the digital marketing tools on offer, not everyone is, or employs an internet wizard, that is where we aim to fit in, providing you sound advice on what is on offer and how it can help your business to prosper online.

Since we started back in 2000, we have built loyal relationships with many of our clients, our success has been based on delivering affordable solutions not just products. We do the research for you, and by using our wealth of marketing experience we will advise you how to get the best from the technology available in order to achieve your business goals.

Although we work with the latest technology we still have the old fashioned approach to customer service, we don't have a call centre; when you call us you get your answers directly. Whenever practical we prefer to meet face to face, taking the time to truly understand your needs and aims.



# Web-Clubs

Web-Clubs has established itself as one of the UK's leading independent email marketing companies. The 4 million members of our Consumer Clubs and the 350,000 businesses in our B2B Club provide a receptive audience for your email marketing campaigns.

We have been responsible for the successful implementation of hundreds of campaigns, sending tens of millions of emails. We know what works and what doesn't. We can bring this expertise to provide you with the very best, most professional and above all, most productive email marketing solution for your business.

We provide the total package of email services. We can design and create the email, test for delivery, plan the campaign, manage a business database for emailing and finally measure the results and report on the performance.

Due to its inherent key strengths, the email market has shown enormous growth in recent years, this trend is set to continue.

Whether you are targeting a national audience, with or without a specific area of interest, or you need to reach consumers/businesses in your local area, Web-Clubs can help you. We offer a full service including artwork design, strategic campaign management and measurement of results.

## Gardeners Club

c.410,000 members

A blooming good site for all gardeners



## TRAVELLERS CLUB

c.520,000 members

A first class stop for all travellers



## MOTORISTS CLUB

c.410,000 members

A signpost to all the latest motoring views



## Homeowners Club

c.370,000 members

A perfect home for living ideas



## Vino Club

c.310,000 members

A classic blend of news from the world of wine



## Quiz-club

c.275,000 members

A clever answer to email marketing questions



## MOTORISTS CLUB

www.citroen.co.uk

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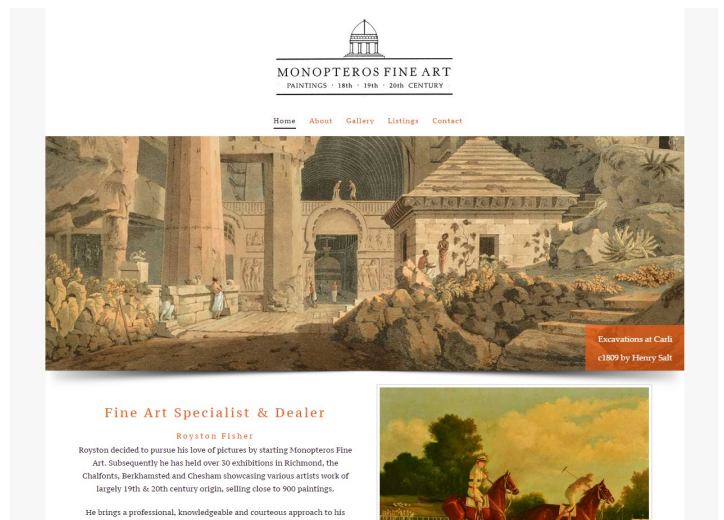


# Web-Clubs

Your website is your online shop window. Whatever your business, an attractive mobile responsive website is now essential. A good website is easy to navigate, straightforward to update and maintain, robust and scalable

Our design philosophy is simple: "Attractiveness with Functionality," first impressions are critical to get visitors to hang around, but if they cannot find the information they want they will soon be lost, probably never to return!

Our websites are developed using open source Content Management Systems (CMS) such as WordPress and Joomla, these provide a massive choice of templates to form the basis of an eye catching design and with proven templates you are assured the website will be robust, scalable and easily maintainable.



The choice of digital tools available to promote your business is constantly changing and expanding. The problem is that if you have a business to run, it can be hard to find the time to learn about, never mind implement new digital strategies.

Social Networking is at the forefront of communication. It is a potentially powerful but not easy to harness new marketing tool. With our bespoke services we can set you up on the relevant channels, train you on how to get the best from Social Media and even manage the postings for you.



## Complementing Services

We offer a range of additional services to support your online presence.



### Search Engine Optimization

Users of search engines like Google are more likely to click on an entry on its first-page – this is where you want to be! We can provide SEO contracts to build and maintain your online visibility.



### Email Systems

Web-Clubs include emailing functionality with all of our hosting services. We also offer advanced emailing systems which allow multiple access to emails, calendars and to-do lists with a range of permission settings configured to suit individual requirements.



### Pay Per Click

An alternative way of getting on the first page of Google or other search engines, is to pay for it! PPC achieves results faster than SEO. The cost is dependent on the popularity of the keyword.



### Affiliate Marketing

If you include other companies advertising or lead generation tools on your website, your site can possibly generate income based for example on the number of clicks, leads or orders as a result of going through your site.



### Support Service

We offer contracts and ad-hoc support to keep your online presence functioning and up to date.



### Training

We offer training on all our services either on site or in our classroom



### IT Advice

When “plug and play” fails to play, we can provide technical support

## About Us

**Web-Clubs Ltd**, is an independent company launched in 2000. We offer a comprehensive service to both direct clients and to media agencies. Our services include:

**Consumer Clubs**, our 4 million members in 6 special interest and 2 general clubs provide a receptive audience for your emailing campaigns.

**B2B Club**, using our database of over 350,000 business decision makers we can generate new prospects for your company.

**Website Design**, our team with decades of marketing experience will deliver a relevant and workable online presence to deliver real benefits for your business.

**Social Media**, finding the time to get the best out of Social Media can be difficult, this is where our Social Media Marketing Service can help. We will set you up, advise you on activity and can even manage posting.

**Complementing Services**, these include: Website and Email Hosting, Search Engine Optimisation, Affiliate Marketing and IT advice.



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