

Client

E-Marketing Proposal

UP2
2010

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Confidential Document

Date: Thursday, March 18, 2010

Co.	Client
At.	Contact Person
Pages	16 Include Cover

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Dear Contact Person

According to our last phone call, **UP2** would like to thank you for given us the opportunity to propose our internet services proposal to your company.

Our offer including:

- Who is UP2?
- UP2 Online Business Model
- Vision
- Mission
- UP2 Solutions
- E-Marketing
- Gallery of Success

We hope our proposal meet your satisfaction

Please don't hesitate to contact us in any future support

With Best Regards
Hossam EL Din
UP2
Business Development Manager
0142607599

Who is UP2?

UP2 are an Egyptian Information Technology Solution Provider Company engaged in the field of internet solutions and e-marketing.

UP2 is now serving more than 500 clients in Egypt and overseas providing them highest value added of Internet solutions including Web Sites development, E-commerce Solutions, Electronic Marketing, ADSL connections, and Hardware components.

We believe in the importance of using Internet nowadays in business, so our mission is to help organizations to benefit from internet revolution by starting online business with planed electronic marketing to increase their sales and decrease their costs. **(ROI)**

UP2 helps business plan, design, and implement infrastructure architectures that provide seamless communication, access, or connectivity to its employee, customers, and partners, while reducing the total cost of ownership.

UP2 Online Business Model:

Online business is a new look of the traditional business with more power features, capabilities and low costs with high return on investments (ROI), Online business must go through sequence of steps starting with a web site but not ending with it.



UP2 offer sequence of steps which grantee the success of your online business as the following:

1) Investment & ROI:

The first step in your online business is determining the budget of your online plan depending on your markets, your customers, and your e-marketing plan for the next 5 years.

2) Analysis:

Analysis the current situation of your online business and your competitors as the following:

- Understand current scenario.
- Understand customer's needs.
- Understand competitor behavior.
- Understand business goals/objectives.
- Competitors (Links / Search Engine profile)
- Your strengths & weaknesses

To out put with our proposal of your internet business plan.

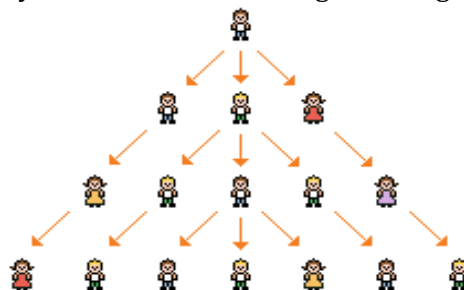
3) Online presence (web site):

Start the online presence by creating your web site around marketing model and concepts; we should thinking about our project [web site] as the following:

- Not just about "look and feel"
- Not just about "user interface design"
- Not just about "Content editing"
- Not just about "Hosting & Domain Name"
- Not just about "Testing"

It's about "**Selling channel**"

Convert your site to online cash generating machine



4) e-Marketing:

Planning online marketing plan to attract targeted customers by follow more than 6 methods of e-marketing. (It doesn't matter how nice is your web site looks, if no one ever found it)

How are people finding websites?

Search Engines	81 %
Links from another website	59%
Someone told me (WOM)	57 %
Magazine	52 %
TV	48 %
Guessed the address	42 %
Link in an e-mail	39 %
National newspaper	37 %
Advert on another website	21 %
Radio	19 %
From a local newspaper	17 %
Billboard /poster	12 %
Direct mail	10 %

5) Traffic Analysis:

We will analysis your web site visitors and traffic each month to implement required changes according to your website's visitor's navigation by getting the following results:

- Number of visitors per day
- Where they've come from?
- Where they went on the site?
- How long they stayed?
- Which page they left on?
- What browser they were using?
- What time of day and what day of the week they visited?
- What words they typed in to a Search Engine to get to you?

Vision:

- Help the organizations to benefits from internet revolution

Mission:

- Offer solutions to the organizations to get online presence by:
 - Maximizing website visibility
 - Increasing website traffic
 - Converting lookers into bookers
 - Maximizing return on investment [ROI]

UP2 Solutions:

UP2 use the latest versions and techniques of **Microsoft**, “.Net” tools and solutions as the follow:

Platform:

- Windows 2003, XP

Database:

- MS SQL Server
- MS Access

Languages:

- HTML
- XML
- Active Server Pages (ASP)
- ASP.Net
- DHML
- Style Sheets (CSS)
- Java Script

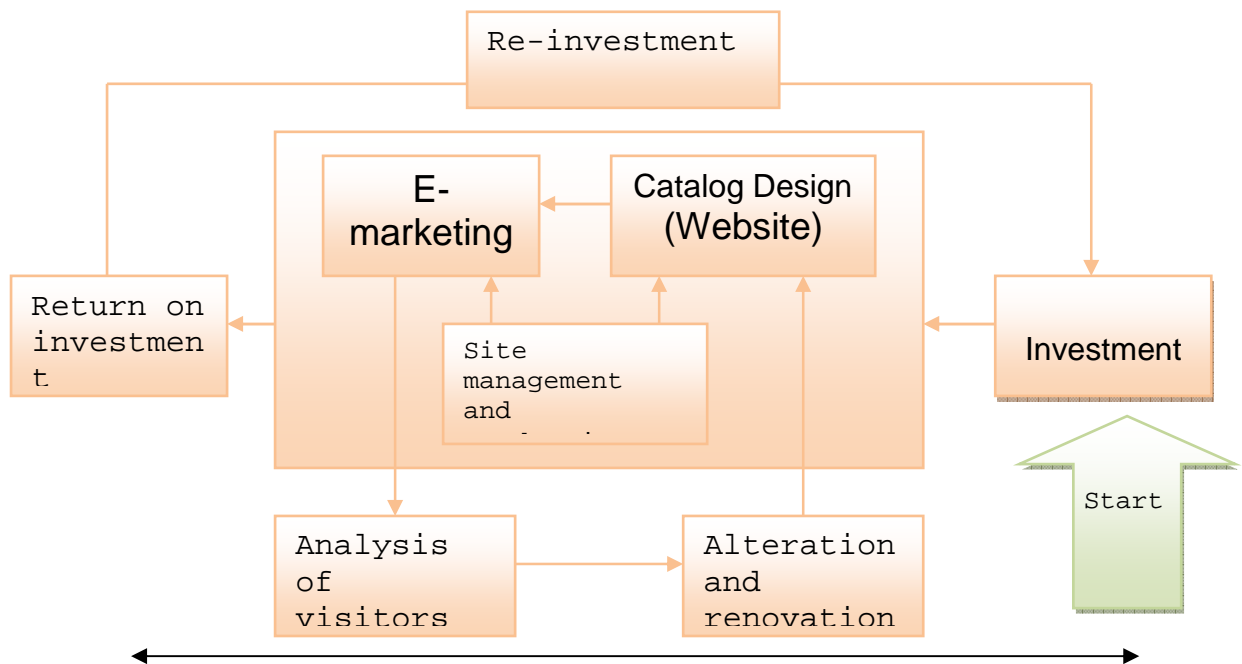
Web Server:

- Internet Information Server (IIS)

Tools:

- Visual Studio
- E-Commerce Server

How to start your e-Marketing?



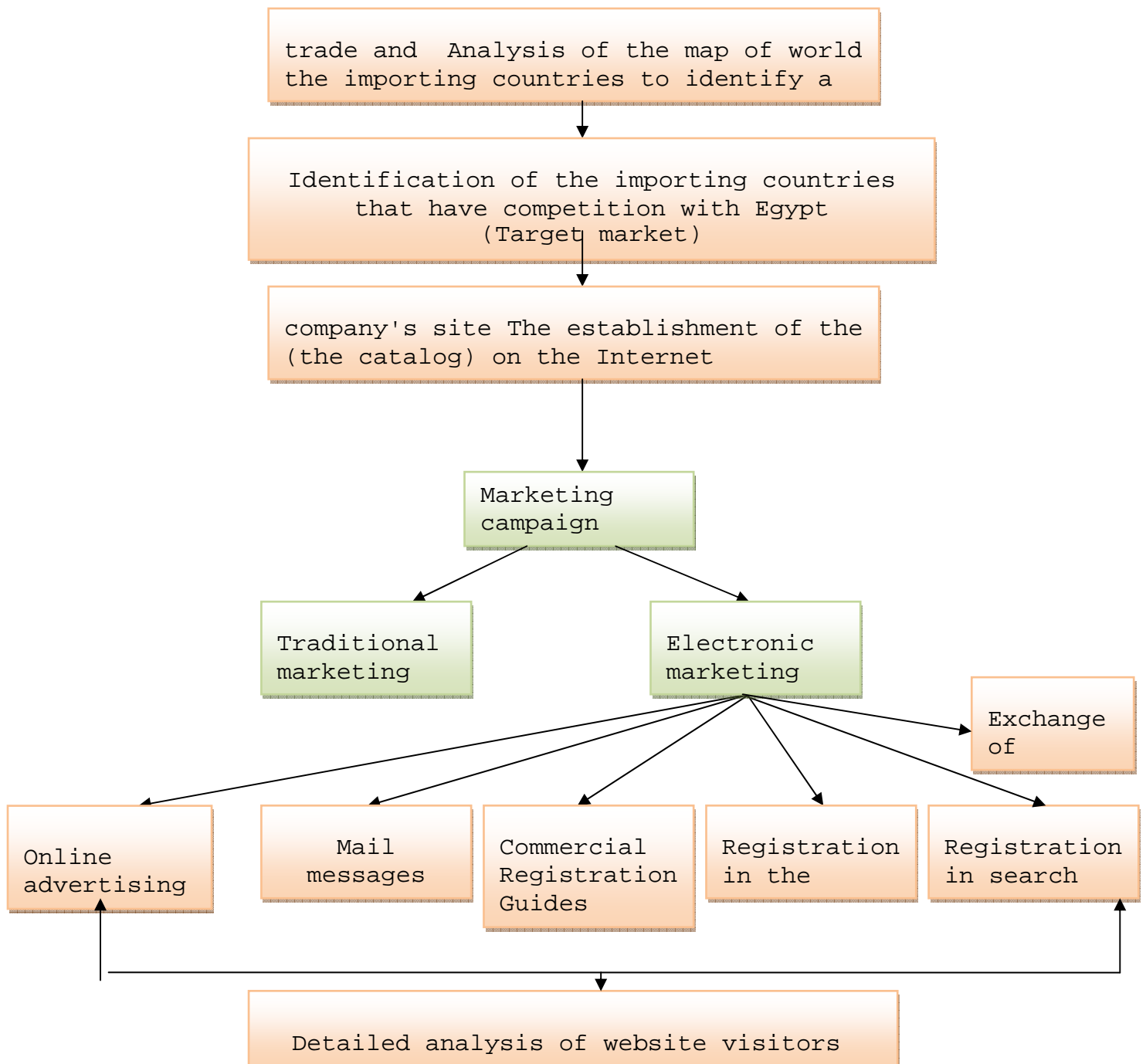
The goal of selling

- Business to Business

(or)

- Business to client

Steps-mail marketing



1-Identify segments of the target- by:

by the marketing plan Identify segments of the target companies and individuals that will be targeted on the Internet

2-The establishment of the gate- (channel sales) related to the company on the Internet

You can visit our web site to browse a number of sites that exceed our customers and 220 customers in all disciplines and one of the most important factors for a successful marketing plan for the company is to deal with the free Be rehabilitated and trained the existence of a working group within the company electronic marketing steps implementation. This is the Which requires only knowledge and Familiarity in addition to the time of team – which is usually the reality of the beginning of our experience consists of one or at most two-it considered the core & the essential foundation of any company in the construction management of electronic marketing on the internet , and this is to apply the basic principle of the presence on the internet means that , there is no importance or benefit from the fact that your company's website has a harmonious colors and shapeliness as long as they can not reach the visitors .

3- Marketing

And marketing is divided into two directions:

Traditional Marketing (Done by the marketing department – the client) through:

Approaching the companies which

Companies that wish to address in the Declaration on the portal for the club to get a contact for these companies, namely:

- Company Address
- Telephone
- Fax
- Email
- Web Site

1. E-Marketing (by the marketing team of UP2)

E-Marketing means the delivery of the web site company's for the largest proportion of the company's prospective customers and users of the internet at the global level and local levels through the internet and this is the main objective for establishing the web site.

This is not simply the creation of the site, but there are many steps that the site is going to reach these customers through the Internet

E-Marketing is a two-way parallel:

Annual Plan:

First: E-search:

The Internet users search through three search groups

Search Engines:

It is a site designed specifically for the inclusion of the names of the sites in general each site in his own category, it's like an (index or portals) where all users use the internet to search for certain goods or services, and the inclusion of your site on search engines, it would be easy for your expected customer to access your web site and it is the first step of marketing and the most important of all.

If your site has not been on the search engines, it is not possible for any user on the Internet to reach you only if you sent him the title (URL) of your website yourself.

- SEO (Search Engine Optimization) listing lomarthobe.com on top of search engines globally like Google, hotmail, ameinfo etc

The search engines are divided into global search engines and local search engines at the level of each country, among the most famous global search engines on the internet are :

- ✓ www.yahoo.com
- ✓ www.msn.com
- ✓ www.google.com
- ✓ www.altavista.com
- ✓ www.lycos.com

- ✓ www.hotbot.com
- ✓ www.looksmart.com
- ✓ www.metacrawler.com
- ✓ www.webcrawler.com

The most famous global search engines

Note:

70 % of the users search engines are individuals

30 % of the users search engines are companies

Business Directories:

Is a collection of trade directories, which is the inclusion of companies in alphabetical order, each site in his own category, it's more like (yellow pages).

- ✓ www.whitepages.com
- ✓ www.superpages.com
- ✓ www.anywho.com
- ✓ www.uropages.com
- ✓ www.zapdata.com

The most famous global Business Directories

Note:

85 % of the users Business Directories are companies

E-market Places:

It's a group of markets specialized either in one industry or in a multi-industry, which is more like a Permanent exhibit where registration will be on these commercial markets by one of the following parameters:

- Companies products
- Companies data
- Sell order
- purchase order
- request for agency
- request for trade cooperation

- ✓ www.alibaba.com
- ✓ www.worldbid.com
- ✓ www.ec21.com
- ✓ www.offer21.com
- ✓ www.indeamart.com
- ✓ www.findstone.com

The most famous E-Market Places

Note:

95 % of users E-Market places are companies

Monthly Plan:

Second: E-Advertising:

This is done by inviting prospective clients to the company to visit our web site or from advertising on other sites to attract a large number of these clients, through the following marketing ways:

Bulk Emails:

This is done through three different ways as follows:

- ✓ Building database of e-mail boxes for visitors to the site through the establishment of a set of parts in the site, which is where the registration of visitors, such as:
 - ✓
 - ✓ Newsletter Registration
 - ✓ Tell a friend
 - ✓ Feedback
 - ✓ Order Form

And by a competent working group from your distinguished company compiled by to send the latest special offers products or services of the company which links the community of visitors with the site.
- Mass mail designing & marketing to more than 15,000 E-mail addresses regionally and globally send weekly for 1 Year

- ✓ Invite a group of individuals to visit the site through the Groups on the search engines in case that the target clients for the company are individuals.
- ✓ In case that the target clients for the company are the companies, are done by addressing business organizations and company's groupings in the targeted countries with the aim of these organizations to invite her members to visit the site of the company and will be accessible to these organizations through both:
 - The embassies of targeted states in the Arab Republic of Egypt
 - International trade point
 - Export development center
 - The Egyptian commercial Representation
 - UP2
 - Search through the Internet

Note: The foregoing in this way we overcome the failure of a way to invite visitors through sending them an advertising messages to the funds of random e-mail, as is the case in most companies.

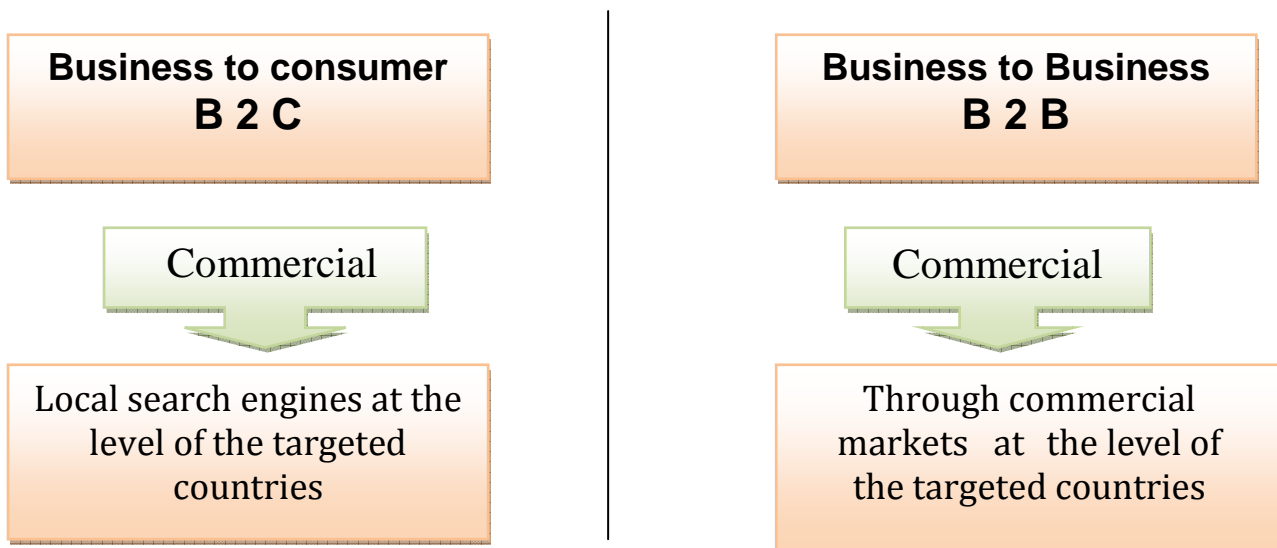
Banners :

It's a commercial for a company on a web site - Which is chosen through a marketing plan to be implemented through the Department of Marketing in UP2; this commercial characterized that if anyone pressed on it can access the site.

- Add designing & distribution on top listing website below:

(www.alarabiyah.net ,www.asharqalawsat.com ,www.ameinfo.com ,www.facebook.com , www.6arab.com)

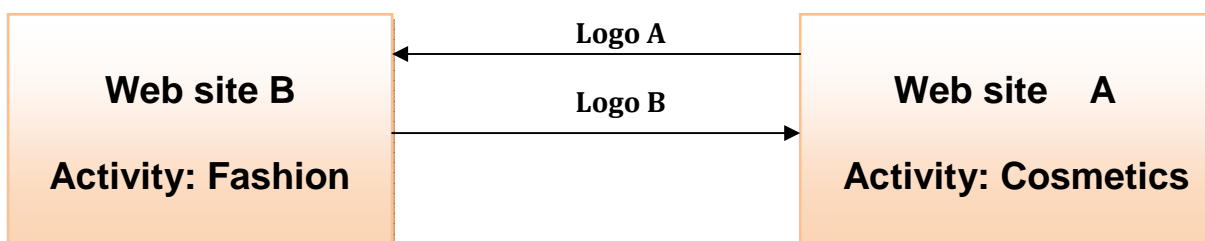
The selection of sites which will include the commercial are based on the objective of the company for sale , such as :



Link Exchange

It's done through the link exchange and by placing the company's logo on other web sites for complementary industries which gave the owners of these web sites the authority to place their own logos on the company's web sites.

So that both parties benefit from the same number of visitors per site, such as:

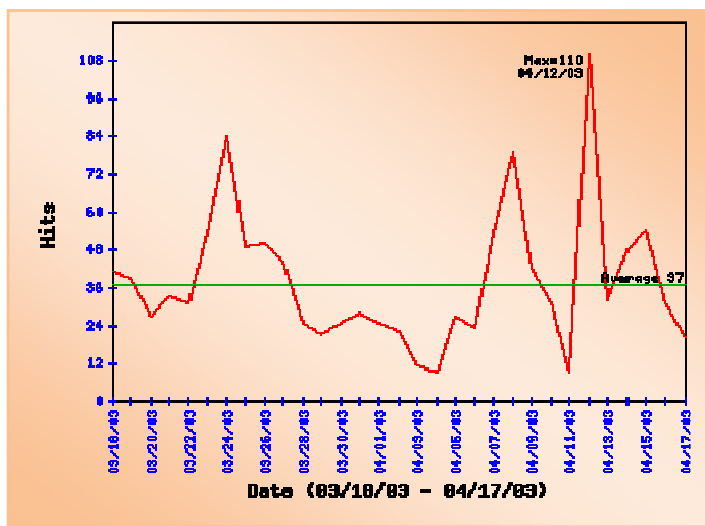


Visitors Analyses:

With the beginning of the implementation of the company's marketing plan continues here the role of UP2 team, where the main objective is to implement the marketing plan to the fullest extent, and which guarantees the arrival of your products or services to the largest proportion of Internet users interested in the company.

As well the visitors of the web site must be analyzed to access the preliminary results of the marketing plan developed and implemented and based on these results deviate products access to the ratios of the products through the web site visitors to be done two ways:

- We send a monthly chart (Free service), to the company showing the numbers of visitors divided on the number of days in the month.



- A preparation of a detailed report containing the following results

least visit the page	▪	The number of visitors per day	▪	Visitor country	▪
How to reach the site	▪	Products that have been visited	▪	Average time of the visit	▪
Time of the visit	▪	The more visited pages	▪	Products that haven't been visited	▪

this report Is obtained through our web site www.up2-eg.com with each client gets a User Name and password which can access the section of the client and see this report in the beginning of the first month after the beginning of the marketing plan, which serve as a guide, which is building the marketing plan for the next month on the basis of the results reached through this monthly report.

