

Don't let them drift away! Keep your current customers informed. Send an email that invites them to download product information, a white paper or a link to web coupons and your site.

E-MAIL MARKETING

Staying in touch with your customers is essential. E-mail news and product or service announcements are cost-effective ways for you to stay connected. We're able to create, manage and maintain a Customer Relations Database for you. We can compose friendly, personal, effective e-mails that have a greater chance of being read instead of ending up in the spam filter. We can also use the Customer Database for regular mail campaigns.

Marketing Collateral Matters!

A recent study has shown that purchase decision makers are most influenced by product brochures, white papers, and case studies. The study also found that the same buyers read collateral material online before downloading and printing, and 67% said that they share white papers with other people.

**from The Eccolo Media 2008 B2B Technology Collateral Survey*

PRINT DESIGN

If you want your customers to take your business seriously, you need a professional identity that reflects your business and sets you apart. We can help you develop logos, color schemes and type styles for your company. All identity graphics will be produced in vector format so that they can be resized for any media that your business will need.

A business card is an important way to leave a good impression. Your card needs to stand out from the crowd and reflect the image and values of your company. We provide full-color designs that will help you inform and be remembered.

A brochure is a great way to give people more information about your business. We can produce brochures that work for print and web downloads too.

Whether you want to place an advertisement, mail out postcards, special offers, or offer a newsletter, we can make sure that your message is clear.

PREMEDIA SERVICES

Whether you need to get your images or layouts ready for print or web we have the expertise to make them look their best. Our services include scanning, image color correction, retouching, silhouettes, color separation, image optimization, production integration with InCopy & InDesign, layout preflighting and creating press ready pdfs.

INTERACTIVE PROMOTIONS

Company promotions, incentives and giveaways are valuable marketing programs used to educate and focus attention on your business. When you get customers involved they help spread the word. To reach your target audience you need to deliver a relevant message with a media that is useful to the customer. Promotional Software, Micro Sites, Rich Media PDFs and Interactive Flip Books can meet these needs. Delivered on a Flash Drive or downloaded from your website, your customers will get a targeted message enhanced by a value added product that they will use.

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Mungo Works

Artwork and Creative Services

Marketing Services

Website Design, Redesign
& Maintenance

Content Management / Web Blogs

Copywriting, Editing,
Content Development

Search Engine Optimization (SEO),
Analysis & Link Building

E-Mail Marketing

Print Design - Logos, Business Cards,
Brochures, Ads, Publications

Premedia Services - Color and
Production Services

Interactive Promotions - Software,
Micro Sites, Rich Media PDFs &
Flip Books

www.mungoworks.com

Your company's website is an absolutely critical component of your marketing and sales effort.

WEBSITE DESIGN

Our mission is the creation of websites to meet the marketing goals of your company that are aesthetically pleasing and easily navigated by the most demanding current and future customers. Your home page is the display window of your business. It's the viewers' first impression. A concise message and clear call to action are vital if you intend to convert casual viewers to customers. This goal is accomplished by offering just the right delicate balance between an absence of unnecessary distractions and a presence of enticements that motivate the viewer to return and investigate your array of new products or services. No amateurish cookie cutter template can ever meet these standards. A professionally created custom website is a must.

For new website development, begin the process by completing our Website Development Survey located on the downloads page at mungoworks.com. Once we have an idea of what you and your business are all about, we create a site map, graphics, and text to enhance the site's message. Finally, pages are tested in different browsers and system platforms.

Technology and web user expectations are constantly changing, so it's easy for your existing site to appear out of date. Please take a few minutes to answer the questions in our Website Redesign Survey and see if your site is ready for version 2.0.

WEBSITE COPYWRITING, EDITING AND CONTENT DEVELOPMENT

A picture may be "worth a thousand words," but never underestimate the power of crisp, carefully crafted copy in helping to sell the products or services featured on your site. A truly effective site must grab the potential customer's initial interest by its visual content and ease of navigation. An additional ingredient, however, must

be present to hold the attention of that shopper, who's just a mouse click away from moving on to another site. That something else is language. Building a profitable, professional web site to represent your business is a package deal. The copy—the words that speak for you—are an integral part of your public's experience in cyberspace. They may either close the sale for you, or cause surfers to move on, having lost interest or confidence in your products due to a lack of linguistic polish.

From start to finish, we can help you create the content that your customers seek. Whether it's copy to attract, photography to enhance, graphics to beguile or interactive features to captivate, we can provide the tools and material to get the job done.

CONTENT MANAGEMENT/WEB BLOGS

With open source and free content management systems like WordPress, it's never been easier for companies who wish to engage in social media to manage their own content. We can assist with the setup and customizing the look and feel of your blog to harmonize with an existing site, company identity or image.

Savvy business owners update their websites to build credibility, trust and enable potential customers to obtain the information they want when they want it.

WEBSITE MAINTENANCE

If your current site takes too long to get updated, or is costing too much for regular updates, we can help. Many older sites were created using a system of tables and tables nested inside of other tables that are difficult to update without destroying page layouts. We can replace these obsolete relics with modern XHTML and CSS coding that will match the look of the existing site while making the site faster to load and easier to add and change content—and we don't require any long term maintenance contracts to get started.

The web has made people confident they can get information whenever they want it. If they can't find your website with a simple search, you might as well not have one.

SEARCH ENGINE OPTIMIZATION (SEO) AND KEYWORD ANALYSIS

The point of online marketing is to have your website found easily and quickly by web surfers. Without good SEO, your chances of having this happen are slim to none. We begin our web development work with this fact in mind. We play by the rules to ensure that your text content, graphics and META tags are relevant to what your customers are seeking.

Both of these are an integral part of the development of a new website. If you have an existing site, we can also help you with that. Research has demonstrated that if your site is not listed in the top 7 spots of the first page of search results, you have less than a 5% chance of users selecting your site—and your chances drop off rapidly thereafter. We can also do a Competitive Analysis to gain insight into strategies that are working for your competitors. The use of keyword search tools enables us to discover which search terms and keywords people are using to find your business, as well as your competitors' companies. Use of these terms and keywords in your site will boost your placement in the search results.

LINK BUILDING

No website should remain an island. Getting your site listed on highly ranked websites is also vital for your site's rankings, as well as creating new pathways that can motivate new customers to visit your site. We research national and local directories to determine which industry-related categories may best fit your company. Anywhere your competitors are listed needs to include your business too. We can manage the submission and record keeping process for you.