

## // GETTING YOU FOUND

You could be offering the best products or services in the world, but without Search Engine Optimisation (SEO) and a strong marketing strategy, you'll never sell.

Marketing activities are the life and soul of any thriving business. If people can't find you, then all your hard work is wasted.

## // OUR MARKETING RANGE

With over 26 years experience in the web and marketing industry, One2create have worked with a wide variety of industries and client types, from new business start-ups to large, blue-chip companies.

We have used this experience to develop a range of on-going SEO and marketing packages to suit any business, with any budget.

Our SEO and marketing package provides your business with a range of targeted activities, incorporating outbound & inbound marketing, SEO optimisation, and delivers the following:

- Increased visibility in search engines
- Increased website conversions
- Increased brand reach
- Increased brand engagement
- Improved client communications
- Improved customer relationships
- Enhanced ROI
- Enhanced leads and sales
- Effective engagement with customers
- Tailored approaches for your specific needs



A website without  
Search Engine Optimisation  
is like a fish out of water...


## // WHAT IS INBOUND AND OUTBOUND MARKETING?

### INBOUND MARKETING

Search Engine Optimisation, content marketing & social media are all inbound marketing techniques. These techniques allow sales prospects to find you when they are looking for your service, making it easier for them to choose you. Furthermore it will increase brand reach & establish your credibility.

### OUTBOUND MARKETING

This involves traditional marketing activities such as advertising, telesales, leaflet drops and email campaigns. This relies on enticing customers away from your competitors, and providing a more beneficial alternative.



93% of online  
experiences  
begin with a  
Search Engine.