

PR3

INTERNATIONAL

ADVERTISING . MEDIA . MARKETING . DIGITAL

Advertising, Media, & PR | Website Design and Online Marketing Agency | SEO Services | PPC Marketing | Email Marketing

We're passionate about advertising, media, marketing and online marketing and deliver award winning ads, website design and online marketing strategies day in, day out. It's what we love.

Working with a full agency saves you time and money by managing just one relationship, and under our roof you'll find core advertising, media and online marketing services including Media, ATL, BTL, Sampling, activation programs, website design and development, search engine optimisation, pay per click and email marketing.

We create innovative and profitable customer experiences through our expertise in brand consultancy, interior design and employee engagement. We create customer experiences that build advocacy and business profitability. We believe your brand identity is much more than a logo: it's the color and packaging, the space in which you deliver your services and products - whether physical or virtual; it's the definition and essence. It's about focusing in on what's special about your company and communicating it effectively so it stands out against competitors and appealingly to your customers. Graphic design is at the core of what we do. We understand how important it is that your marketing material gets noticed and brings results. Our graphic designers instinctively know what makes a page look great and are passionate about producing effective graphic design that really works

Our search engine optimisation (SEO) team understand search engine positioning in major engines such as Google and Yahoo! is critical to your online business. We have a proven track record in SEO marketing, getting first page search positions and creating high online visibility. Having an SEO services team on hand can be the difference between success and failure for your website.

PPC (or pay per click marketing) creates instant visibility and website traffic. Our in-house PPC team use cutting edge software and techniques to improve return on investment from your Google, Yahoo! and MSN PPC campaigns. Pay per click marketing can be critical part of a response led online marketing campaign.

Email marketing is a key part of the mix and our targeted email marketing software has industry-leading features including syncing with leading CRM systems. Our expert team broker email lists & develop email marketing campaigns with creative to engage your customers and prospects.

Viral marketing campaigns can also be very effective. PRO3 are experienced in delivering a viral marketing strategy that creates a buzz and gets customers interacting with your brand.

ADVERTISING MEDIA MARKETING DIGITAL

Advertising, Media, & PR

Are you getting nowhere with your traditional advertising campaign? Have you ever wondered if your company or organization is even receiving a return on its advertising investment? These are questions all businesses ask at some point. At PRO3 we can develop an advertising, marketing and public relations campaign that will give your company the visibility it needs to be successful. We understand the need in business for results and accountability. That's why we track the effectiveness of your company's advertising and marketing campaign to ensure you're reaching the right audience and getting the most out of your advertising budget. PRO3 is a full-service advertising, marketing and public relations division of PRO3 International Company.

Are you looking to generate more enquires / sales / brochure requests / calls ... from your existing traffic?

Is your site achieving its maximum potential conversion rate?

Our specialist conversion rate optimisation (CRO) team have had years of experience with scientifically helping our clients to improve their website performance and conversion rates. Some of our clients have even seen their conversion rates increase by 300%!

A conversion rate is the most important measurement of website success. The higher a site's conversion rate, the more return on investment the site (and any traffic driving campaigns) will be providing.

Through conversion rate optimisation, we help our clients to establish:

1. WHAT users are doing on their websites
2. WHY users do what they do on their websites
3. HOW to get users to do what they want them to do on their websites

We utilise various tools and techniques such as:

- Advanced analytical segmentation
- Usability testing
- Landing page design
- Multivariate testing

... plus many more. All molded into a proven ongoing process which is designed to increase our clients' conversion rates.

Call one of our team today to find out more

Email Marketing Design Agency

You can use email marketing to generate new business leads and keep in touch with your existing client base to aid customer retention and for upsell opportunities. As an email marketing agency, PRO3 can help you with the whole email process, from concept to statistics. Our specialists create inspiring email marketing campaigns to drive targeted traffic to your website. We can also help to build your mailing list and our highly sophisticated tracking system helps track the success or actions from every email campaign.

Email marketing benefits

- **Cost effective** - email marketing offers substantial savings compared to traditional print methods
- **Targeted** - segment your email list, personalise your email and build conditional emails through our powerful sending platform - Pro3Mail PRO
- **Trackable** - monitor deliverability, opens, clicks and even set actions based on recipient clicks within the email. Use this data to improve campaign effectiveness in future email sends
- **Immediate delivery** - turn round marketing campaigns quickly, schedule send times and be confident in a rapid delivery through our high capacity servers
- **Drive website traffic** - deep link directly to a relevant iwebsite page with more information, and get your target audience engaging with your site

Why PRO3Mail PRO for email marketing

PRO3Mail PRO offers a powerful, robust and reliable web based system including all the features you would expect from a professional email marketing solution. To close the loop, the data you gather from your email marketing statistics can even be passed back to your customer database by integrating PRO3Mail PRO with your CRM.

The PRO3 team combines both creative and technical expertise, so you can be sure our email marketing service will achieve outstanding results.

Online Marketing

As a full service digital marketing agency, we are always looking for new and effective ways to help you make the most of your online marketing.

Working with your dedicated account manager we can help you set and execute an effective online marketing strategy to deliver return on investment and business growth.

Award winning website design, results driven email marketing, inspirational viral marketing, PPC, SEO, online PR, creative banner advertising, and social networking are our main services that we deliver day in, day out.

We have dedicated in-house experts specialising in each of our services and recommend what is right for you - that's the benefit of working with a full service online marketing agency.

PPC Management and Pay Per Click Marketing

PPC marketing (pay per click marketing) allows you to bid on the phrases your customers use when they search for your products in search engines such as Google, but you only pay per click when they come through to your website. PPC marketing is truly a pay-for-performance advertising medium.

Why use a Pay Per Click PPC marketing agency?

Wasting budget is very easy with PPC marketing. Our PPC consultants are well experienced in large campaign budgets running over multiple search networks and this daily exposure helps them optimise your budget and avoid costly mistakes. Also, having a team on-hand removes the problems of your staff being away from the office and keeps the PPC marketing campaign running smoothly.

SEO Services & Search Engine Optimisation Marketing Agency

SEO services, or search engine optimisation services for its full title, are essential for achieving search engine visibility in Google, Yahoo! and MSN. As an established SEO agency, our SEO services are the perfect blend of technical knowledge and search research to get you the highest possible search engine positions across a selection of targeted keywords.

Without rankings on popular keyphrases in the search results, your company is invisible online. It's proven that search engine visitors are much more likely to click and visit a site at the top of the rankings than one much lower down. Think back to the last time you searched for something online, which link did you click first? That's the value of SEO.

As a specialist search engine optimisation company, we have the in-house knowledge to achieve elevated natural search results and help increase your online sales and enquiries.

SEO Services: Benefits

- **Increase website visitors** from targeted searches
- **Attract visitors from all 3 major engines:** Google, Yahoo! and MSN, from your one campaign investment
- **Don't pay per click** - instead invest in a well built website with focused and optimised copy, and build links from other established websites and articles
- **Long term benefit** - when you add new content in the future, e.g. news stories, those pages can be found quickly by the search engines and gain new entries in the listings for no extra cost
- **Online brand visibility** - achieving high search positions is a well respected achievement, and being seen on page 1 places you as an industry leader

SEO Services: Process

Search Engine Optimisation is a skill which can be easily transferred between vertical markets. Whether we providing SEO services for housebuilders or automotive leasing, the same structured 5 stage SEO optimisation process is followed.

Our SEO marketing team has a wealth of experience and we invite you to view some of our latest SEO campaign results in various verticals.

Website Design

Website design is effective when your brand comes alive as an interactive experience, so you need an award winning website design agency to come up with a brilliant idea then implement it! Our digital designers have years of experience and are brilliant at usable and engaging website design.

We realise your choice of agency will make or break your online strategy, so our company has a structured approach to web design and development, all tied together with an experienced project manager.

As a full-service agency, website and digital marketing company, we offer the complete service from concept to creative web design, web development and online marketing such as search engine optimisation, pay per click campaigns and email marketing. Integration is the key so our online marketing specialists work closely with the website design team to ensure a strong, consistent result.

Website design has to create impact within seconds of arriving on the page, so you're no doubt eager to view our website design portfolio and see how our award winning ideas have worked out for several clients.

Website design services

Bespoke PHP website development

E-commerce website design and development

Search engine optimised websites

Website hosting

