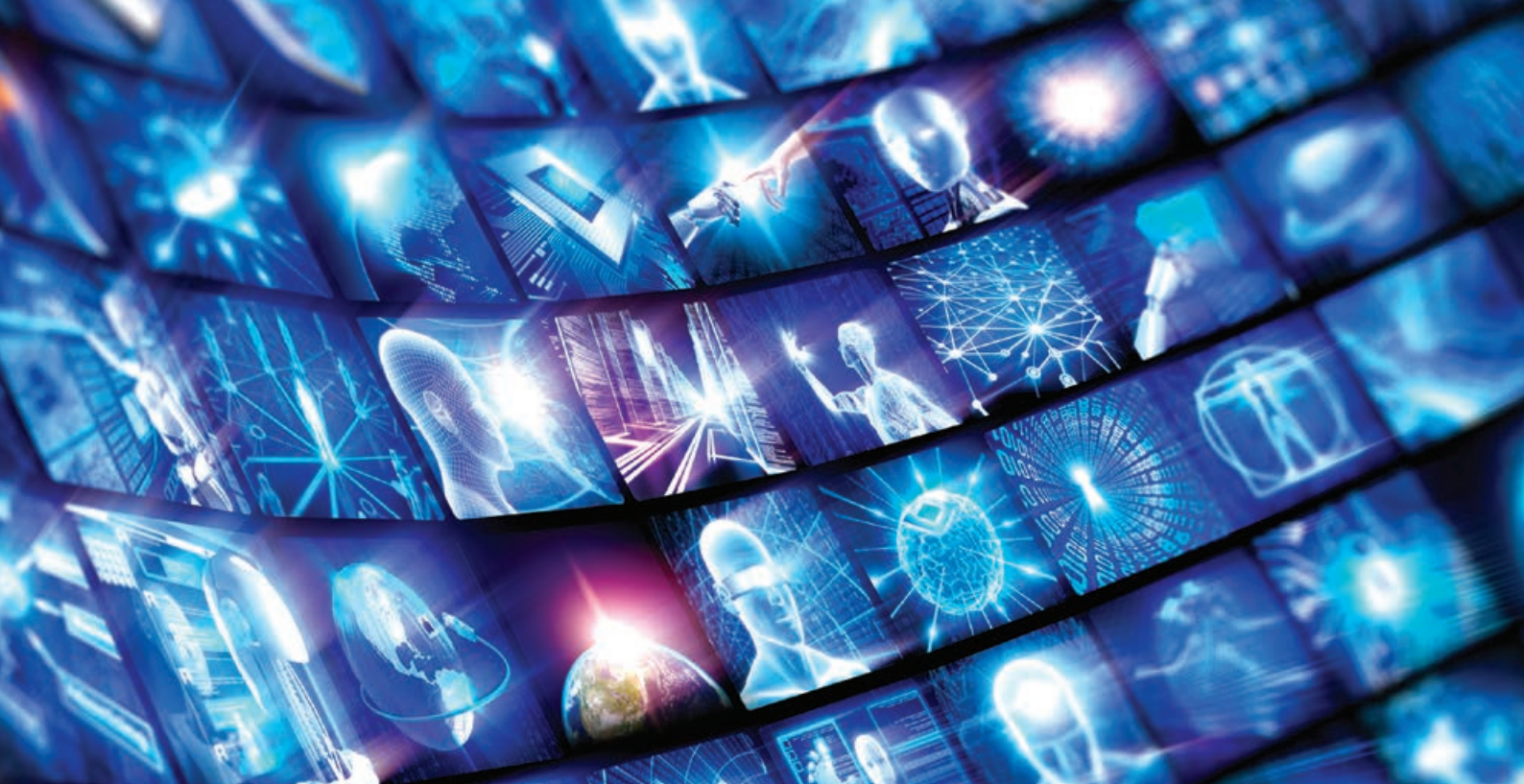


Online MEDIA

Engineering Directory • Websites • Banners • eCommerce • Google • Social Media • News





Internet is **OUR** domain. Let's make it **YOURS**.

engineered media

Engineered Media has established itself as a complete Online Media Solution with numerous strategies to take your company to the top.

Engineered Media was birthed in 1996, being one of the first companies in South Africa to offer website services. In 1998 we launched our Online Engineering Directory EngNet, which happened to coincide with the launch of Google. This is essentially when Search Engine Optimisation (SEO) began, with Engineered Media being one of the pioneering companies in South Africa.

“Google launched the same year and so started the greatest marketing revolution in history”

Utilising our in house developed products, best-of-breed solutions and strategic partners, Engineered Media offers solutions that will meet YOUR specific requirements.

Logos Websites Online Media INDUSTRY TAP
Google Wordpress Conversions ENGINE
DUSTY TAP Manage SEO DTP Online Med
Search Engines Design AdWords
SOCIAL MEDIA What Converts ROI
ROI Programming Copywrite SEO
Websites Marketing Google blogs
Online Media
ENGNET Industry Tap Manage
Conversions DTP Design Programming
AdWords SEARCH ENGINE RANKING
Search Engines INDUSTRY TAP Wordpres
SEO DTP Programming Conversions
logs Websites SOCIAL MEDIA SEARCH ENGINE RANKING
What Converts Copywrite Design RO
Conversions DTP Design Programming
AdWords SEARCH ENGINE RANKING



Media by Design



Benefit from EngNet Packages

The **ENGNET**[®] Marketing Packages have been developed to increase sales for your company. With almost 20 years of responding to visitor feedback we have built and evolved a marketing package that gives YOUR targeted audience exactly what they need to **CONNECT** and do business with YOUR Company.



Get Found

Buyers need to find your Company.

Using proven strategies, you will be found by buyers who are relevant to your products and services.

- **ENGNET**[®] Search & Categories
- **ENGNET**[®] Partners
- Search Engine Marketing
- Product News & Email
- Tips and Tools to connect

Our packages **will give you priority placement**. In addition to **ENGNET**[®], your company will benefit from exposure on Major Search Engines.



Showcase Your Company

Do you supply what your buyers need?

Our packages give buyers a great showcase of your company with detailed information on your company's full products and services, which we effectively communicate with your relevant audience.

- Company Profile
- Product Categories
- Brand Name Products
- Product Detail Pages
- Product & Company News
- Videos
- Catalogues



Connect with Buyers

Get connected to your targeted buyers.

Our job is not done until your company and buyers **CONNECT**. **ENGNET**[®] marketing packages are designed to **CONNECT** your company to relevant buyers.

- Request For Quote (RFQ)
- Telephone Calls
- Email Messages
- Click to Website

Benefit from our:

- **Over 1 million visits** to the **ENGINET®** Directory.
- **Over 1.2 million weekly Facebook reach.**
- **Over 100,000 registered emails.**
- **Highly skilled and experienced website team.**
- **Experienced and certified Google Partner team.**
- Partnership with the industrial industries **top journalists** and **Copywriters.**
- **Understanding of the industrial and engineering market.**
- **Content provision** for news and social media.
- **Quick and easy interfaces** to broadcast your products, news, video and certification instantly.

Audience (Users)

Users that utilise **ENGINET®** are **individuals involved within the Engineering Industry**, namely:

- Technical buyers.
- Engineers, technical designers, draughtsman.
- Companies looking for strategic alliances and international agencies.
- Importers/exporters for the engineering market.
- Engineering companies sourcing raw material suppliers.

Strengths

- **Experienced engineers** have developed **ENGINET®.**
- **ENGINET®** developers have **extensive internet, programming, engineering and database experience.**
- **Feedback from users** enables us to develop the needs and requirements of the industry on an on-going basis.
- **Strong user base** and extensive worldwide coverage.
- Marketing that **delivers results and keeps YOU ahead of the market.**



Priority Placements

The **ENGNET**[®] search results are classified according to certain criteria and algorithms. However, to offer **exclusivity to companies wanting to secure a position in the results for specific search terms**, we have introduced **Priority Placements**. This allows you to **select certain products that you would like displayed at a certain level**. The positions available to you are dependent on the Package selected.



T1 Top Position

- Only one slot is available on a search result page.
- This is the top position and once secured is exclusive for that company (for the duration of their contract).
- Reserved for **Platinum** Package only.
- Features Company Logo / Short Description / Product Image.

T2 2nd Group

- Only three slots are available on a search result page.
- This secures position 2 to 4 on a search results page and allows for up to 3 companies.
- Reserved for **Platinum** and **Gold** Packages only.
- Features Company Logo / Short Description.


T3 3rd Group

- The slots available are unlimited on a search result page.
- This secures position 5 onwards.
- Reserved for **Platinum**, **Gold** and **Silver** Packages only.
- Features Short Description.



engineered**media**

www.engineeredmedia.co.za



connecting**industry**

www.engineeredmedia.co.za



Banners / Buttons / Skyscrapers

Place your company advert across the **ENGNET®** site. **Your company will receive maximum exposure** to the best possible target market.

Benefits

- Increases broad **product awareness**.
- Increases **brand awareness**.
- Advertises your products to your **targeted audience**.
- **Captures the attention** of engineers with products they need.
- **Stays in users' minds**, which generates enquiries.
- Provides a **website boost** through direct access to your products / services information.
- **Reaches the entire** Engineering Industry.



Banner Ads

- 728 x 90 pixels.
- Max Size : 15kBytes.
- Static, Animated, DHTML or Flash.

Skyscraper Ads

- 160 x 600 pixels.
- Max Size : 30kBytes.
- Static, Animated, DHTML or Flash.

Button Ads

- 160 x 160 pixels.
- Max Size : 10kBytes.
- Static, Animated, DHTML or Flash.

Listings

Silver
100

Gold
200

Platinum
350

	Enhanced	Enhanced	Enhanced
Company Profile Your company in a nutshell in an effective showcase			
Product/Service Listing Number of product categories allowable	100	200	350
Brand Name Product Listing Number of brand name products allowable	100	200	350
Top Position Priority placements			1
2nd Group Priority placements		5	10
3rd Group Priority placements	40	50	100
4th Group Priority placements	60	145	239
Product Pages Detailed product information		10	20
Product/Company News Get your news out to industry		10	10
PDF Catalogue (up to 25MB each) Your PDF catalogue available to targeted buyers	1	5	7
Video/Media Module Your company or product videos to showcase your best	1	5	7
Social Media Links	Yes	Yes	Yes
Certification	Yes	Yes	Yes
Real Time Stats	Yes	Yes	Yes
Payment per Month or,	R2 340	R3 170	R4 030
Payment per Annum	R25 530	R34 590	R43 970

*Subject to 12 month contract

All prices exclude VAT

Top Up Options

	Monthly	Annually
Top Position (Only applicable to Platinum 350)	R240	R2 620
2nd Group (Only applicable to Gold 200 / Platinum 350)	R75	R820
3rd Group (Only applicable to Silver 100 / Gold 200 / Platinum 350)	R20	R220
4th Group (Only applicable to Silver 100 / Gold 200 / Platinum 350)	R8	R85
Video (Only applicable to Silver 100 / Gold 200 / Platinum 350)	R20	R220
News (Only applicable to Gold 200 / Platinum 350)	R20	R220
Product Detail (Only applicable to Gold 200 / Platinum 350)	R20	R220

All prices exclude VAT

EngNet Products

Banner Ads (CPM - Cost Per Mille / Thousand Impressions)	R270 CPM
Skyscraper Ads (CPM - Cost Per Mille / Thousand Impressions)	R310 CPM
Button Ads (CPM - Cost Per Mille / Thousand Impressions)	R190 CPM

All prices exclude VAT

ENGINET® offers marketing packages that help your company **GET FOUND, SHOWCASE** your company and **CONNECT** to targeted buyers.



Media by Design

Google™

Google AdWords

Wouldn't it be great if your advertising presented you to your prospect when they are looking for your product or service, in an area you can service and only pay for this advertising when your interested prospect pays you a visit?

ENGINEERED MEDIA® is a **certified Google AdWords partner** and has the experience and know how to professionally setup and run your Google AdWord campaigns.

This ensures that your website will receive the best possible visitors thereby giving you a great return on investment while **saving you time and money.**



Benefits

- A professionally setup and configured campaign that takes into account your products, services, market, demographics, goals and objectives. This will ensure that the best quality visitor arrives at your website.
- Free setup of Google Analytics on your website.
- Analysis of each landing page in your website with recommendations to improve conversion rates.
- Setup of goals to measure specified KPI's (goal conversions). *optional
- Monthly reporting showing keywords, clicks, impressions, CTR (click through rate), average position of ad and graphs (requires Google Analytics).
- Highly flexible, low cost and no contracts.







Media by Design

the
DESIGN *group.*

Websites

The **ENGINEERED MEDIA**® Design Group has over **20 years experience in websites and related online marketing**, offering everything from design and optimisation to hosting and pay per click campaigns. We partner with our clients to ensure long term sustainable benefit. To discuss your specific needs, please feel free to contact one of our Business Development Consultants.

Our Services include

- Search Engine Optimisation (SEO).
- Website Design.
- Content Managed System (CMS) & E-commerce Websites.
- Template Websites.
- Application or System Websites.
- Pay Per Click Advertisements (PPC).
- Database Websites.
- Hosting (locally & globally) & Domain Registration (locally & globally).
- Website Statistics Software and Monitoring.
- Graphic & Logo Design.

Benefits

- Extensive online **promotional expertise**.
- Benefit from our experience that brings **thousands of visitors** to **ENGINEERED MEDIA**® every day.
- Enjoy tried and tested methods to receive **maximum benefits from your website**.
- Proven track record.



For more information please visit www.webdesigngroup.co.za or go to www.engnet.co.za and click on the “More” tab and select ‘website design’.

Website Packages

	Package 1	Package 2	Package 3	Package 4
Domain Registration Free co.za or .com domain	Yes	Yes	Yes	Yes
Hosting 5 GB disk space, 20GB bandwidth, up to 100 email addresses	Yes	Yes	Yes	Yes
Maintenance and updates Updates can be done at any time on the websites	Yes	Yes	Yes	Yes
SEO Search Engine Optimisation done on all content and updates	Yes	Yes	Yes	Yes
Design Options Various designs can be chosen from the EngNet Design Group Website.	5	10	Any	Any
Content Pages Amount of pages available on the website	7	12	30	50
Contact Form Enquiry form/ Request for Quotation	Yes	Yes	Yes	Yes
CAPTCHA Image Prevents Spam emails in the AI form	Yes	Yes	Yes	Yes
Search Enabling quicker navigation & sourcing information/products		Yes	Yes	Yes
Header Slide Show Image slide show in the header of the website		Yes	Yes	Yes
Gallery or News Manager Image Gallery (Image rich) News Manager (Content rich)		Either	Either	Both
Product Catalogue Products, Image with Description and PDF download			Yes	Yes
Google Analytics Stats reports will be available and tracking of traffic on the website	Yes	Yes	Yes	Yes
Payment per Month	R720	R1370	R2730	R3910
Add On Options	See Price List			

*Terms & Conditions Apply

All prices exclude VAT



Media by Design

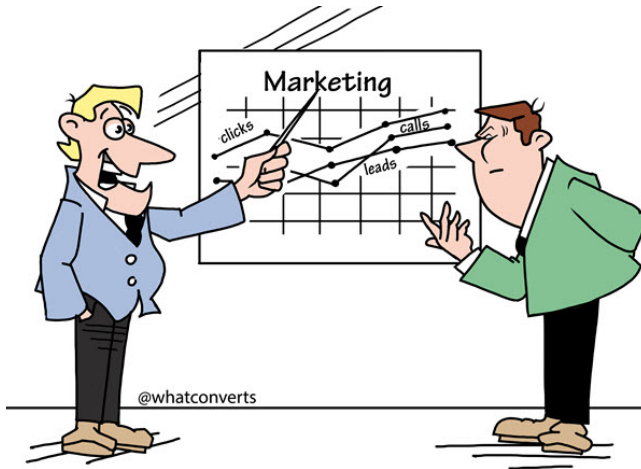
The logo consists of a square icon with rounded corners. The top and right sides of the square are orange, while the bottom and left sides are blue. An orange arrow points from the top-right corner towards the center, and a blue arrow points from the bottom-left corner towards the center, creating a circular flow.

whatconverts

Call & Lead Tracking

We were missing too many pieces of the marketing picture. Analytics and call tracking gave us a big chunk of the marketing picture, but we needed our marketing tied to real business value.

Marketers are blindfolded to sales data Every month our agency would send marketing reports to show the results we were generating for our clients



*Squeeze your eyes real tight
you can almost see sales*

Phone Call Tracking

- **Dynamic Phone Number Insertion.** Using DPNI we track calls on your website by dynamically swapping out your telephone number for a tracking number assigned to a traffic source or keyword.
- **Keyword & Campaign Level Tracking.** Keyword and campaign data appended to each call received.
- **Instant Telephone Selection.** Choose your telephone number and start tracking calls immediately.
- **Simple Setup.** A few clicks and you're ready.
- **Easy Tracking.** Choose to track by traffic source or campaign.
- **Call Recording.** Record phone calls for lead qualification or training. Choose the phone numbers you want to record.
- **Call Greeting Message.** Automated greeting for caller.
- **Call Whisper Message -** Message for party receiving the call

Web Form Tracking

- **Instant Form Tracking.** Track existing forms. No form changes needed.
- **Additional Form Data.** Automatically record and save traffic source, medium, campaign and more with each form submission.
- **Complete Lead Detail.** All form data stored for reporting, evaluation and sales tracking.
- **Keyword & Campaign Level Tracking.** Keyword and campaign data appended to each form lead received.





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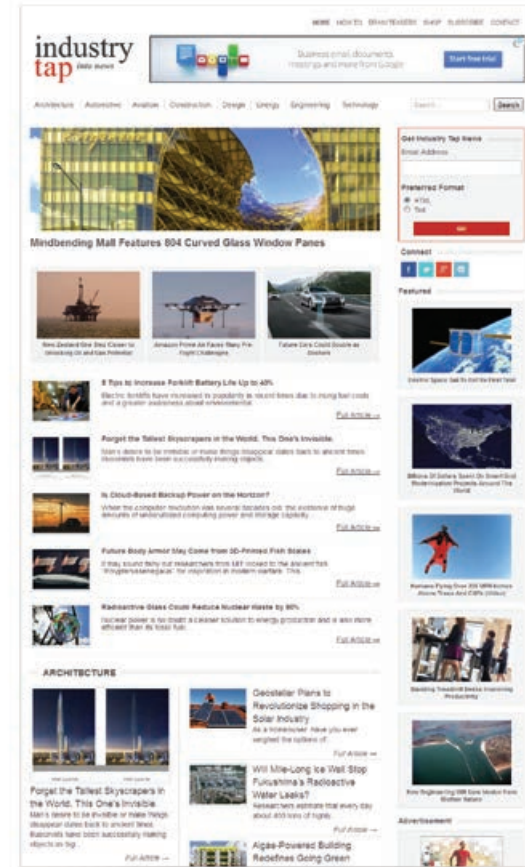
industry**tap**
tap into news

Industry Tap

Be featured in front of our **1.5 million+** industry audience. Highlight your business and generate high quality leads from industry buyers and engineers.

Benefits

- **Sponsored Articles.** An experienced writer will interview and write an article about your business that we know gets action. An existing article can be used, if preferred.
- **Newsletter Inclusion.** Article sent directly to **130 000+** engineers and industry buyers.
- **Promoted Social Media Post.** Your featured article will be promoted on Industry Tap, partner sites and our social media channels. Experience a huge **social reach**. Your article is placed in front of **250 000+** industry followers.
- **Industry News Websites.** Your featured article is added to Industry Tap and partner websites for a continued audience reach, to further its longevity to our combined industry audience of 1.5 Million+.
- **Search Engine Benefits.** The articles added to our industry related websites are shared through social media channels. This means, you will enjoy improved search engine results from your article and links to your website will **strengthen your own website's rankings**.



Tell Your Story

Word of mouth tells your story one on one and consistently ranks in the top methods for securing new customers.

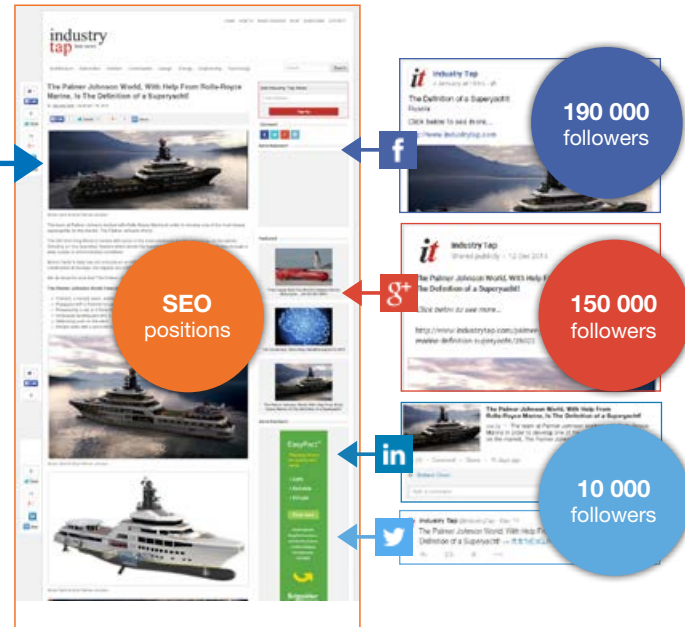
Amplify Your Story to our huge industrial audience!

We do it all for you - Develop, Write and Promote.

“Tell your story about how your company helps customers solve problems and achieve goals.”



Our Audience 2.37 Million in 2013



Price Options

	1 Story	4 Stories	6 Stories	12 Stories
Each (per story & Promotion)	R11 550	R11 000	R10 450	R9790
Total	R11 550	R44 000	R62 700	R117 480

All prices exclude VAT

CONNECTED CLIENTS



CONNECTED CLIENTS

