

CORPORATE | PRODUCTS COMPANY | & PROFILE | SERVICES

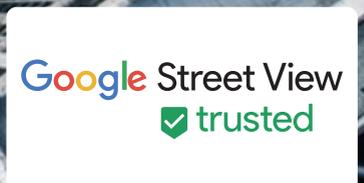
WEB *Artist*[®]
DIGITAL MARKETING AGENCY
www.webartist.co.za
0861 WEB PRO

Your Partner In Digital Marketing



WEB ARTIST[®] takes pride in having worked with and advised many Business Start-Ups, Entrepreneurs, and Established Businesses on their Strategic Marketing Initiatives.

We welcome the opportunity to offer you and your Business the chance to build a Digital Footprint quickly and effectively.



BECOME A MARKET LEADER AND SET THE BENCHMARK IN YOUR INDUSTRY
Incorporate our Four Steps To Excellence in your Business today...



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GET THE WEB ARTIST® DIFFERENCE TODAY

WEB ARTIST® takes pride in having worked with and advised many Business Start-Ups, Entrepreneurs, and Established Businesses Globally on their Strategic Marketing Initiatives.

We welcome the opportunity to offer your Business the chance to build a successful Marketing Strategy to better dominate your market segment quickly and effectively.

Sometimes taking a birds-eye view on your Brand and getting a third-party opinion is hard to do, but effective. Once you've established how your brand is perceived out there in the great void of Competitive Brands, Adverse Cultures, Beliefs and Ideologies, setting your Marketing Objectives to move forward should yield a positive outcome.

Any Brand is ideally a promise, committing to offer a product or service where the consumer ultimately benefits. By committing to service excellence and product quality, nicely wrapped with consistent Brand Communication, your Brand will establish a foundation of consumer loyalty and strengthen your Brand in the midst of your target audience, to ultimately driving revenue successfully to your business.

SHOULD YOU REQUIRE ADVICE OR SOME ASSISTANCE, PLEASE FEEL FREE TO CONTACT US.

RESPONSIVE WEBSITE DESIGN & DEVELOPMENT

Enjoy increased visibility and simplified content management through our innovative and targeted approach to Websites.

WEB ARTIST® offers a variety of Web Design Solutions to give your Brand a fresh and functional online presence. We're fully equipped to bring your Business up to speed through customised Website Design and Development, eCommerce and Content Management Systems (CMS), Google Ads, Social Media Marketing as well as Graphic Design and full Corporate Identity facelifts.

At WEB ARTIST® we understand that there is a certain psychology involved when Designing and Developing Websites, which ultimately plays an enormous role in visitor experience.

Our team of highly experienced Web Designers and Brand Consultants will make the time to sit down with our Clients and understand both their target market and the information they need to promote, and together we work out how best to deliver the message they need to bring across.

With intuitive navigation, aesthetic appeal, cross browser / device compatibility and thoughtfully laid-out information.



SOME OF OUR CLIENTS



OUR PROCESS TO FINISH YOUR PROJECT

At **WEB ARTIST®** we are passionate about **each Project**, from conception to completion. We consider **each Project** as a journey, in which teamwork and communication is critical to ensure Beautiful and Successful Projects. We have developed our process to streamline every Project.



Needs Analysis



The Proposal



The Agreement



The Preparation



The Design



The Final Product



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WEBSITE MAINTENANCE AND HOSTING

WHY IS WEBSITE MAINTENANCE IMPORTANT?

Updating your Website regularly greatly affects your Website's SEO (Search Engine Optimisation), as search engines such as Google favours Websites that are regularly updated with fresh, original quality content. This will make it easier for potential Clients to find you online.

If your Website has been online for quite some time, it is important to evaluate your Website to ensure that everything on your Website works as it should, and that your Website Design is responsive and up to date with current requirements.



Website Maintenance includes:

- Content Updates
- Checking For Signs of Hacking
- SEO (Search Engine Optimization)
- Compatibility Validation with Web Standards
- File System Checking

Our complete secure Hosting facility includes:

- 99.9% Uptime
- Popular CMS's Supported
- Spam Filtering
- Malware Removal and Scanning
- Backups
- Firewall Protection

HOSTING AT WEB ARTIST®

With international Web servers situated in secure data centres, **WEB ARTIST®** provides professional and robust Hosting services to local and International Business Sectors.

With a dedicated team of I.T. specialists monitoring our Servers around the clock, we can proudly guarantee a 99.9% uptime. We provide a number of packages for our Clients to choose from, each providing a generous Traffic Cap, Storage Space, and Unlimited Mailboxes.

Hosting refers to the service that keeps a www address active and accessible on the World Wide Web by providing it with the necessary DNS settings on a Web Server that's connected to the World Wide Web. This allows DNS Servers around the world to point Web surfers and Web service to the systems on your Domain. Standard Hosting service includes: e-mail accounts, Monthly Data Caps and online storage most commonly used for Web pages and e-mails. The amount of resources allocated to a Domain is determined by the Hosting package that the Domain is on.

BRAND AND CORPORATE IDENTITY DEVELOPMENT

BRAND DEVELOPMENT

Identity is one of the most important factors that sets different Companies apart from each other, and a Brand is what set the truly Successful apart from the rest. I'm sure everyone is familiar with the term "Brand", but let's take a quick look at what it means:

"A Brand refers to the unique Identity of a specific Business, Product or Service. It is what separates your Business from the competition and is the Identity that Clients and Customers learn to recognise."

Now that we have that out of the way, we have to ask ourselves the most important question...

WHY DOES MY COMPANY NEED A BRAND?

Because your Company is unique. While Business Owners in every field are competing, your Company has its own unique way of doing what you do. But no matter how hard you work to satisfy your Customers and earn their trust, until they have an Identity to associate your Service with, you will struggle to expand beyond your current Customer base.

Brands are Powerful. They represent more than just a name – they represent the quality of your Product or the level of your Service, and it is that Power of positive association that allows a Business to grow.



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E-MARKETING AND SOCIAL MEDIA

SEARCH ENGINE OPTIMISATION (SEO)

Search Engine Optimisation, or SEO, is a method of helping search engines find your website via organic (non-paid) searches, and get it in front of the people who need what you offer. With market saturation and the internet becoming more competitive, companies who perform SEO well have a decided advantage over their competitors.

SOCIAL MEDIA CAMPAIGNS

The best social media campaigns start with a carefully developed plan. This plan should be specific to your campaign, but it should also fit into your overall social media strategy — meaning that your goals should not conflict, and the campaign should be a good continuation of your brand's existing social voice and style.

Before starting any marketing campaign, you need to clearly define your goals. Deciding on what you want to achieve at the beginning of a campaign makes it easier to measure and analyze your results.

WE'VE EARNED THE GOOGLE PARTNER BADGE

WEB ARTIST® can help you to implement Google products and services, making it so much easier for your clients to find you online.

We can help you grow your business online.
Need help managing your online advertising?
We've been trained and certified by Google to help businesses like yours.

The Google Partner badge shows that we've demonstrated advanced knowledge in Google Ads that helps us deliver results and build long-lasting relationships with our clients.

WEB ARTIST® Can Help You Get The Most Out Of Your Google Ads Account. We can set up your Google Ads Account on your behalf. We can then manage this account for you, or train you on how to effectively manage your Google Ads account on your own.

Google My Business provides a fast and easy way for businesses, products, brands, artists, and organizations to manage their online presence with Google.

Google Analytics allows you to measure your advertising Return On Investment as well as track your website, video, and social networking sites and applications. Google Analytics allows you to do so much more than measure sales and conversions.



BUSINESS DEVELOPMENT & COACHING

GROWING A SUCCESSFUL BUSINESS

Starting and running a successful business can be rewarding and challenging. Success requires focus, discipline and perseverance. However, success will not come overnight. It requires a long-term focus and that you remain consistent in challenging environments.

To succeed in business today, you need to be flexible and have good planning and organizational skills. Many people start a business thinking that they'll turn on their computers or open their doors and start making money - only to find that making money in a business is much more difficult than they thought. You can avoid this in your business ventures by taking your time and planning out all the necessary steps you need to be successful.

If you are having troubles asking these question or if you need help growing your business. Please click the button below to fill out a contact form and we will get back to you as soon as possible.



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COMMERCIAL PRINTING OF ALL MEDIA

WEB ARTIST® PRINTING FACILITIES

WEB ARTIST® specialises in both standard and high volume printing, on both regular and large-scale media. From Litho to Digital, offering numerous finishes across many different Printed Media to choose from, we are ready to supplement your marketing arsenal.

Our printing services cater for both low and high volumes at very competitive pricing, and our printers ensure that every printed media is top quality. We take pride in delivering Marketing Collateral that portrays your company with the best possible image - you deserve it.

COMMERCIAL PRINTING

Printed Media is one of the oldest and most Successful forms of Marketing that still exists today. Business Cards, Letterheads, Flyers, Banners - they form the basis of many Brands and are the media through which many of us first learn about a new Company. Being graphical mediums, well-designed Print Media needs to be striking, attractive and rich in powerful Marketing content. Any Company representative worth their salt won't be found dead without their Business Cards - **they are that important.**

At WEB ARTIST® we are proud of the quality and effectiveness of all the Print Media we that design. We go to great lengths to ensure that all our Printing work is top of the line and ready as soon as possible to assist our Clients in Marketing their Brands and Services. We have a Professional and dedicated team of Designers who, despite their creative flair, understand Business and provide the high-quality work that our Clients expect from WEB ARTIST®

Some Of The Printed Media We Specialise In:

- Business Cards (Full Colour, UV Gloss, 350GSM)
- Postcards (Full Colour, UV Gloss, 350GSM)
- Greeting Cards (Full Colour, UV Gloss, 350GSM)
- Letterheads
- Brochures
- Catalogues
- Diaries and Calendars
- Book Markers (Full Colour, UV Gloss, 350GSM)
- Flyers (Single or Double-sided, Matt or Gloss, Full Colour 115gsm)
- Vehicle Branding and Car Magnets
- Billboards and Window Branding
- NCR / Invoice / Order Books (2/3 Part, Duplicate or Triplicate, Binding at Head, Binding on left-hand Side)
- Folders
- Labels
- Stickers

FINISHINGS AND PERSONALISATION

We offer our Clients a number of options to personalise their Printed Media, namely: Foiling, Embossing, De-Bossing, Laser Cutting, UV Coatings, Lamination, Die Cutting. These finishes can be applied to any Printed Media where applicable.



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CORPORATE CLOTHING

CORPORATE CLOTHING

By establishing a company uniform, your brand is easily recognised by potential clients whenever they see anyone wearing it, and it also distinguishes you from your competition. You'll notice that any employee of a successful brand will always be dressed in clothing that reflects that brand. But corporate clothing is more flexible than just company uniforms.

WEB ARTIST® proudly provides a great assortment of Clothing, including:

- Lounge Shirts
- Golf Shirts
- Jackets (Formal & Casual)
- Trousers (Formal & Casual)
- T-Shirts
- Jerseys
- Suits



For a comprehensive overview of our extended range of Products visit our Website or scan this QR to view our Catalogues.



CORPORATE GIFTS

CORPORATE GIFTS

Another important factor in marketing is branded corporate gifts. Make sure that everyone knows what your brand is. Put it on pens, stress balls, USB Memory Sticks, to name a few, and give it to clients and to your own employees. Do not let anything leave your office that does not have your stamp or logo on it.

The following can be found in our online catalogues:

- Drinkware
- Bags
- Coolers, Picnic & Outdoor
- Folders
- Executive Gifts
- Homeware
- Golf
- Caps
- Knives, Tools & Torches
- Memory Sticks
- Notebooks
- Novelties & Giveaways
- Pamper Gifts
- Power Banks
- Keyholders
- Personal Care
- Technology Products
- Umbrellas
- Watches
- Writing Instruments
- Awards & Medals
- Clothing



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IT SERVICES & TECHNOLOGY PRODUCTS

OUR IT SERVICES AND PRODUCTS

- ADSL Internet
- Computer Hardware
- Computer Software
- Computer Troubleshooting
- Domain Hosting
- E-mail - Hosting
- E-mail - Signatures
- E-mail - Support
- Network Setups
- PABX Systems
- Servers
- Website Hosting



TECHNOLOGY PRODUCTS

With **WEB ARTIST®** you have a team of dedicated I.T. professionals that can assist you in choosing the right equipment to suite your needs. That's why we at **WEB ARTIST®** are committed to identifying and providing I.T. hardware and software that meets your requirements and budget.

Times and technology are constantly changing - we can aid you in staying up to date with the constantly evolving technology and the requirements of driving a business in the modern world.

HARDWARE

WEB ARTIST® is a supplier of high quality computer systems. We take care to use only the brands that are locally supported to keep service times to a minimum and to ensure maximum warranty durations.

SOFTWARE

As a registered Microsoft Partner, **WEB ARTIST®** can supply you with all the latest Microsoft Software and Licenses to

WEB ARTIST® has a range of Pre-Paid Support Vouchers available on our Website.

Pre-Paid Support Vouchers are ideal for On Site and Off Site Support.

Purchase Support Now



Support Hours are valid for 12 Months



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