

## CONTACT US

### Connect Integrated Marketing Solutions

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# COMPANY PROFILE

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Prepared By

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**Connect IMS** Co-Founder &  
General Manager

# ABOUT US



Connect IMS is built on the back of entrepreneurs. We eat, sleep, and breathe innovation. It is our love of creativity & our passion for the power of the Internet that drives us.

## OUR PROFILE

Connect IMS does not believe in formulaic design. We build a relationship with our clients, which allows us to develop a tailored branding plan: innovation and customization are paramount.

## We offer comprehensive solutions for your business

We truly believe that in order for us to help our customers better manage and expand their business online, we need to offer website solutions that are financially available.

This is why we've created professional website solutions that allow small and mid-sized businesses to cost-effectively operate their business online, while providing an immediate return on their investment.

## WHAT WE DO

- Web Solutions
  - Website Design
  - Website Development
  - Internal Portals
  - Custom Systems (ERP, CRM, BI ... etc.)
  - SEO & Much More!
- Digital Marketing
- Direct Marketing Services
- Brand Development

The following are some of the solutions offered

Web 2.0 Development

SEO Friendly Content Management Systems

Social Networking Websites and Communities

508 Website Accessibility

Custom Portal Development

e-Commerce Solutions

Online Payment Solutions

Website Hosting

Digital Marketing

Brand Development & Consultation

## COMPANY SERVICES

PART I	Marketing Material	All Printable Marketing Material
PART II	Digital Content Development	All Digital Content Creation for Online Presence
PART III	Digital Marketing Campaign Execution	Social Media Platforms, Search Engine Optimization & Advertising
PART IV	Digital Marketing Strategy & Brand Development	Mission, Vision, Color Coding, Visual Identity, Strategic Marketing Development
PART V	Online Portal & Website Development	Corporate Website Design, Development & Complete Web Engineering
PART VI	Mobile Apps Development	iOS, Windows Phone & Android Mobile Apps Development for greater Reach
PART VII	By Request Business Consulting & Company Development	Company Management, Business Consultation, Idea Development & Execution, Internal Reporting & Quarter & Yearly Analytics.

# SERVICES BREAKDOWN

## STEP I: Marketing Material & Online Brand Digital Development → Parts : I, II, III & IV

**Marketing Material :** Business Cards, Letter Heads, Invoices, Sinage, BP Template, Logo, T-Shirts Designs, Flyers, Posters, CD Sleeve & Sticker, Compliment Cards, Mugs, ID Cards, Shopping Bags, Pen Drives, Car Stickers Banners, Billboards, Rollups, Huge Posters, 2-Fold Brochures, 3-Fold Brochures, Corporate Brochures 8+ Pages, Show Booth Mockups, Stationery, Newsletters, Packaging Cards & Invites, Package Sales Designs. **(Printing NOT INCLUDED)**

**Digital Content Development:** 4 videos, Original Track, 1 Year Online Digital Content Creation(720 Posts) Facebook, Twitter, YouTube & LinkedIn Brand Image 1 Prezi + 1 PowerPoint Presentation

**Digital Campaign Execution:** 4 Major Online Channels Post Scheduling & Engagement : Facebook, Twitter, YouTube & LinkedIn

**Digital Marketing Strategy & Brand Development:** Corporate Outline Copywriting: Mission, Vision, Values, Services, Offerings... etc., Corporate Strategy Analysis & Development, Corporate Plan Execution, Monthly Assessment & Consultation.

## STEP II: Corporate Website & Mobile Apps Development

**Corporate Website:** Website Design – PSD File is provided, Content Integration, CMS(Backend) Development & Front End development

**Mobile Apps Development:** iOS(Apple iPhone, Windows Phone & Android Apps) Gets Feeds from all online hubs : Facebook, Twitter, LinkedIn, YouTube & Online Corporate Website & Allows Push Notifications to be sent out to all users.

# SERVICES DESCRIPTION

## STEP I

Step One Focuses on the infrastructure & Creation of an illustrated brand image & online/offline marketing material & its

## STEP II

Step Two has the most technically challenging part concerning the online portal and mobile applications which ensures the reach to all potential & current

## STEP III

Step Three has its main focus on Company itself, the services, the Strategy, the execution follow-up and the Epistemology of the Company Brand.

# SERVICES TIMELINE

Variable According To Business Needs

Working Weeks	1	2	3	4	5	6
Preparation	■	■				
Requirements Validation			■			
Development				■	■	
Finalization						■

All Tangible deliverables which are Parts: I, II, III, V & VI

# SERVICES PAYMENTS

Variable According To Business Deliverables

Working Weeks	2	3	4	5	6	7
Marketing Material	■	■				
Marketing Strategy & Brand Dev	■	■				
Website Design	■	■				
Company Yearly Plan	■	■				
Website Development			■			
Android, iOS, WP Design & Dev				■	■	
Finalization						■

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