





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

# Introduction to EngNet

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

*EngNet 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, which happened to coincide with the launch of Google. This is essentially when Search Engine Optimisation (SEO) began, with EngNet 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, EngNet offers solutions that will meet YOUR specific requirements.*



## ENGINEERED MEDIA





# Benefit from EngNet Packages

The **ENGNET**® Marketing Packages have been developed to increase sales for your company. Over 17 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 **ENGNET®** 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 **copyrighters.**
- **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 **ENGNET®** 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 **ENGNET®.**
- **ENGNET®** 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.





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# 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**.
- Advertisises 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

	Silver 100	Gold 200	Platinum 350
<b>Company Profile</b> Your company in a nutshell in an effective showcase	Enhanced	Enhanced	Enhanced
<b>Product/Service Listing</b> Number of product categories allowable	100	200	350
<b>Brand Name Product Listing</b> Number of brand name products allowable	100	200	350
<b>Top Position</b> Priority placements			1
<b>2nd Group</b> Priority placements		5	10
<b>3rd Group</b> Priority placements	40	50	100
<b>4th Group</b> Priority placements	60	145	239
<b>Product Pages</b> Detailed product information		10	20
<b>Product/Company News</b> Get your news out to industry		10	10
<b>PDF Catalogue (up to 25MB each)</b> Your PDF catalogue available to targeted buyers	1	5	7
<b>Video/Media Module</b> Your company or product videos to showcase your best	1	5	7
<b>Social Media Links</b>	Yes	Yes	Yes
<b>Certification</b>	Yes	Yes	Yes
<b>Real Time Stats</b>	Yes	Yes	Yes
Payment per Month or,	R2 120	R2 880	R3 660
Payment per Annum	R23 130	R31 420	R39 930

\*Subject to 12 month contract

All prices exclude VAT

## Top Up Options

	Monthly	Annually
<b>Top Position</b> (Only applicable to Platinum 350)	R187	R2 040
<b>2nd Group</b> (Only applicable to Gold 200 / Platinum 350 )	R60	R660
<b>3rd Group</b> (Only applicable to Silver 100 / Gold 200 / Platinum 350)	R15	R160
<b>4th Group</b> (Only applicable to Silver 100 / Gold 200 / Platinum 350)	R5	R52
<b>Video</b> (Only applicable to Silver 100 / Gold 200 / Platinum 350)	R15	R160
<b>News</b> (Only applicable to Gold 200 / Platinum 350)	R15	R160
<b>Product Detail</b> (Only applicable to Gold 200 / Platinum 350)	R15	R160

All prices exclude VAT

## EngNet Products

<b>Banner Ads</b> (CPM - Cost Per Mille / Thousand Impressions)	R240 CPM
<b>Skyscraper Ads</b> (CPM - Cost Per Mille / Thousand Impressions)	R280 CPM
<b>Button Ads</b> (CPM - Cost Per Mille / Thousand Impressions)	R170 CPM

All prices exclude VAT

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



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?*

**ENGNET®** 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.







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# Websites

The **ENGINET®** Design Group has over **19 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 sales 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 **ENGINET®** every day.
- Enjoy tried and tested methods to receive **maximum benefits from your website**.
- Proven track record.



For more information please visit <http://design.engnetglobal.com/> or go to [www.engnet.co.za](http://www.engnet.co.za) and click on the "More" tab and select 'website design'.

## Website Packages

	Package 1	Package 2	Package 3	Package 4
<b>Domain Registration</b> Free co.za or .com domain	Yes	Yes	Yes	Yes
<b>Hosting</b> 5 GB disk space, 20GB bandwidth, up to 100 email addresses	Yes	Yes	Yes	Yes
<b>Maintenance and updates</b> Updates can be done at any time on the websites	Yes	Yes	Yes	Yes
<b>SEO</b> Search Engine Optimisation done on all content and updates	Yes	Yes	Yes	Yes
<b>Design Options</b> Various designs can be chosen from the EngNet Design Group Website.	5	10	Any	Any
<b>Content Pages</b> Amount of pages available on the website	7	12	30	50
<b>Contact Form</b> Enquiry form/ Request for Quotation	Yes	Yes	Yes	Yes
<b>CAPTCHA Image</b> Prevents Spam emails in the AI form	Yes	Yes	Yes	Yes
<b>Search</b> Enabling quicker navigation & sourcing information/products		Yes	Yes	Yes
<b>Header Slide Show</b> Image slide show in the header of the website		Yes	Yes	Yes
<b>Gallery or News Manager</b> Image Gallery (Image rich) News Manager (Content rich)		Either	Either	Both
<b>Product Catalogue</b> Products, Image with Description and PDF download			Yes	Yes
<b>Google Analytics</b> Stats reports will be available and tracking of traffic on the website	Yes	Yes	Yes	Yes
<b>Payment per Month</b>	R650	R1240	R2480	R3550
<b>Add On Pages</b>	R8	R8	R8	R8

\*Terms & Conditions Apply

All prices exclude VAT



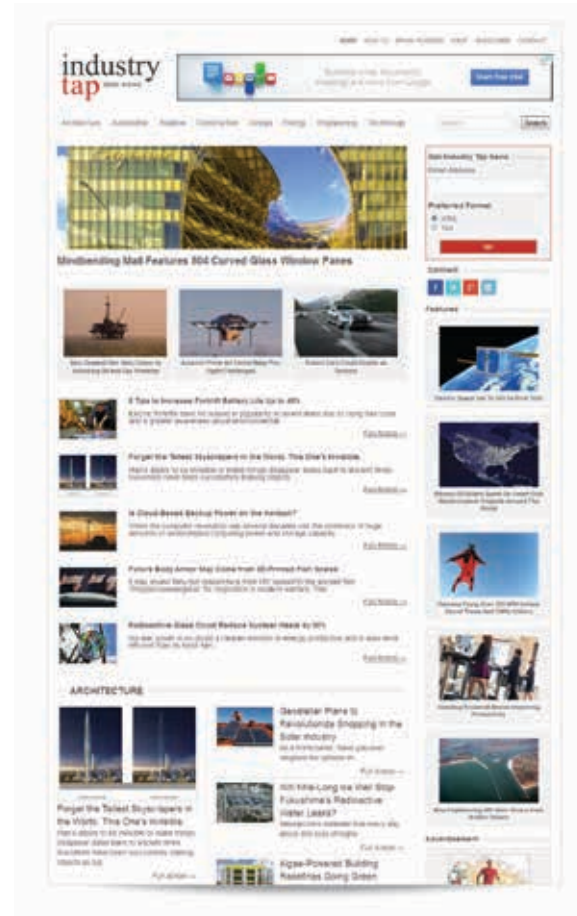
industry**tap**  
*tap into news*

# 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.

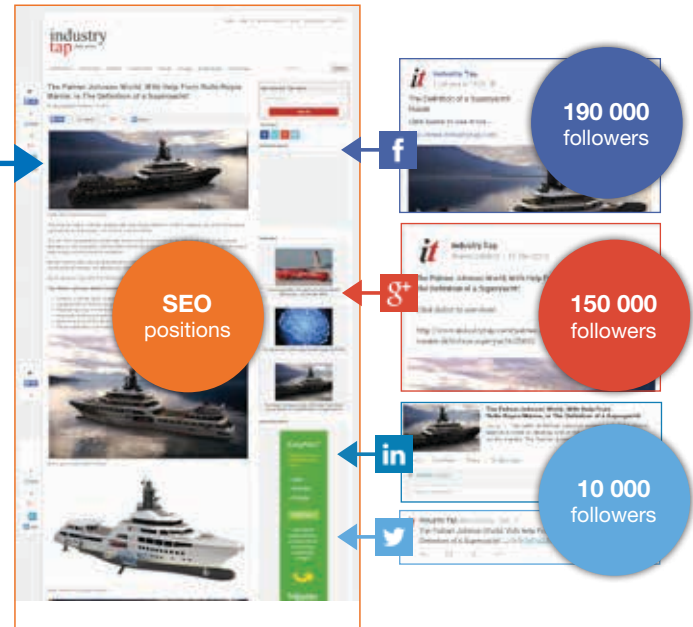
**Amplify Your Story** to our huge industrial audience!

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)	R10 500	R10 000	R9 500	R8 900
Total	R10 500	R40 000	R57 000	R106 800

All prices exclude VAT

# CONNECTED CLIENTS



# CONNECTED CLIENTS





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