



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 16 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 **Titanium** and **Platinum** Packages 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 **Titanium, 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 **Titanium, Platinum, Gold** and **Silver** Packages only.
- Features Short Description.

## T4 4th Group

- The slots available are unlimited on a search result page.
- This secures the positions after the 3rd Group onwards.
- Reserved for **Titanium, Platinum, Gold, Silver** and **Bronze** Packages only.
- Features Short Description.



# Units Converter

Place your company advert on the **ENGNET®** Units Converter and **benefit every time your customers use it.**

## Marketing Features

- **Your company advert** placed on **ENGNET®** Units Converter (250 x 200 pixels).
- Website Button **linked to your website.**
- **Company Info Tab** with a page about your company.
- Send to Friend Button.
- **ENGNET®** Logo Removed.
- **ENGNET®** Tools renamed to '**Your Company Tools**'.
- All **ENGNET®** branding removed. "Powered by **ENGNET®**" remains.

## Tool Features

- **12,716 conversions** between 446 engineering units.
- **320 engineering definitions.**
- **All on your desktop.**
- **Easy access** to a calculator.
- Add **custom conversions.**
- **Copy output** to your favourite application.
- Constantly updated.

The screenshot shows the ENGNET Units Converter software interface. The main window displays a calculator and a list of units. A callout box points to the 'Your Company Name' field. Another callout box points to the 'Link to your Website' field. A third callout box points to the 'About ENGNET® replaced with "About your Company"' field. A fourth callout box points to the 'Company Name on standard converter' field. A fifth callout box points to the 'ENGNET® tabs removed and your tabs added' field. A sixth callout box points to the 'No ENGNET® Logo - only link remains' field.

- Your Company Name
- Link to your Website
- About **ENGNET®** replaced with "About your Company"
- Company Name on standard converter
- **ENGNET®** tabs removed and your tabs added
- No **ENGNET®** Logo - only link remains

# 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

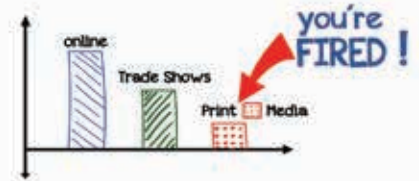
- 160 x 160 pixels.
- Max Size : 10kBytes.
- Static, Animated, DHTML or Flash.



Did you know that Jack Welch of GE, would fire the bottom 10% of his managers each year?



During his tenure GE's value rose 4000%.



Keep sales strong by firing the bottom 10% of your advertising.

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

## Listings

Bronze  
50

Silver  
100

Gold  
200

Platinum  
350

Titanium  
700

	Standard	Enhanced	Enhanced	Enhanced	Enhanced
<b>Company Profile</b> Your company in a nutshell in an effective showcase					
<b>Product/Service Listing</b> Number of product categories allowable	50	100	200	350	700
<b>Brand Name Product Listing</b> Number of brand name products allowable	50	100	200	350	700
<b>Top Position</b> Priority placements				1	10
<b>2nd Group</b> Priority placements			5	10	30
<b>3rd Group</b> Priority placements		40	50	100	300
<b>4th Group</b> Priority placements	50	60	145	239	360
<b>Product Pages</b> Detailed product information			10	20	30
<b>Product/Company News</b> Get your news out to industry			10	10	20
<b>PDF Catalogue (up to 10MB each)</b> Your PDF catalogue available to targeted buyers		1	5	7	15
<b>Video/Media Module</b> Your company or product videos to showcase your best		1	5	7	15
<b>Social Media Links</b>		Yes	Yes	Yes	Yes
<b>Certification</b>		Yes	Yes	Yes	Yes
<b>Electronic Catalogue Module</b>					Yes
<b>Real Time Stats</b>		Yes	Yes	Yes	Yes
Payment <b>per Month</b> or,	R410	R1 920	R2 610	R3 320	R5 900
Payment <b>per Annum</b>	R4 480	R20 950	R28 480	R36 220	R64 370

\*Subject to 12 month contract

All prices exclude VAT

## Top Up Options

	Monthly	Anually
<b>Top Position</b> (Only applicable to Platinum 350 / Titanium 700)	R180	R1 980
<b>2nd Group</b> (Only applicable to Gold 200 / Platinum 350 / Titanium 700)	R60	R660
<b>3rd Group</b> (Only applicable to Silver 100 / Gold 200 / Platinum 350 / Titanium 700)	R24	R264
<b>4th Group</b> (Only applicable to Bronze 50 / Silver 100 / Gold 200 / Platinum 350 / Titanium 700)	R5	R52
<b>Video</b> (Only applicable to Silver 100 / Gold 200 / Platinum 350 / Titanium 700)	R38	R420
<b>News</b> (Only applicable to Gold 200 / Platinum 350 / Titanium 700)	R12	R132
<b>Product Detail</b> (Only applicable to Gold 200 / Platinum 350 / Titanium 700)	R12	R132

All prices exclude VAT

## EngNet Products

<b>Banner Ads</b> (CPM - Cost Per Mille / Thousand Impressions)	R210 CPM
<b>Skyscraper Ads</b> (CPM - Cost Per Mille / Thousand Impressions)	R250 CPM
<b>Button Ads</b> (CPM - Cost Per Mille / Thousand Impressions)	R150 CPM
<b>Units Converter</b>	R15 680

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.





engineered**media**

[www.engnet.co.za](http://www.engnet.co.za) • [www.engnet.co.uk](http://www.engnet.co.uk) • [www.engnetglobal.com](http://www.engnetglobal.com) • [www.engnet.us](http://www.engnet.us)





# Websites

The **ENGINET®** Design Group has over **18 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’.



# Search Engine Optimisation

Search Engine Optimisation (SEO) is an effective and economical way to present your company via your website to millions of internet users. **ENGNET® has been involved in SEO since it started with the launch of Google in 1998.** Our approach has always been 'best practice' giving sustainable and long term results. We keep abreast of all the **latest search engine developments** and then make sure we apply what will genuinely assist the search engines, to correctly and accurately index your website for your products and services.

A search engine's job is to return the most relevant result to your search. This is done by indexing billions of internet pages and then through a complex algorithm, matching content as close as possible to your search criteria.

## Items needed for better Search Engine positions:

- Keywords & Search Phrases (related to your target market).
- Website Structure and Navigation.
- Content.
- Links to your website (inbound links: the more relevant to your business the better. Links establish your page ranking. You can often obtain these from principles, associates, suppliers, online advertising, etc).
- Statistics.
- Website Format.
- User Engagement.

## Things to avoid:

- New domain names (the age and history of a website have become very important).
- Framed websites & Flash only websites.
- JavaScript menus.
- Dynamic pages.
- Duplicate content & hidden text.
- Bad links.
- Unreliable or slow website hosting.





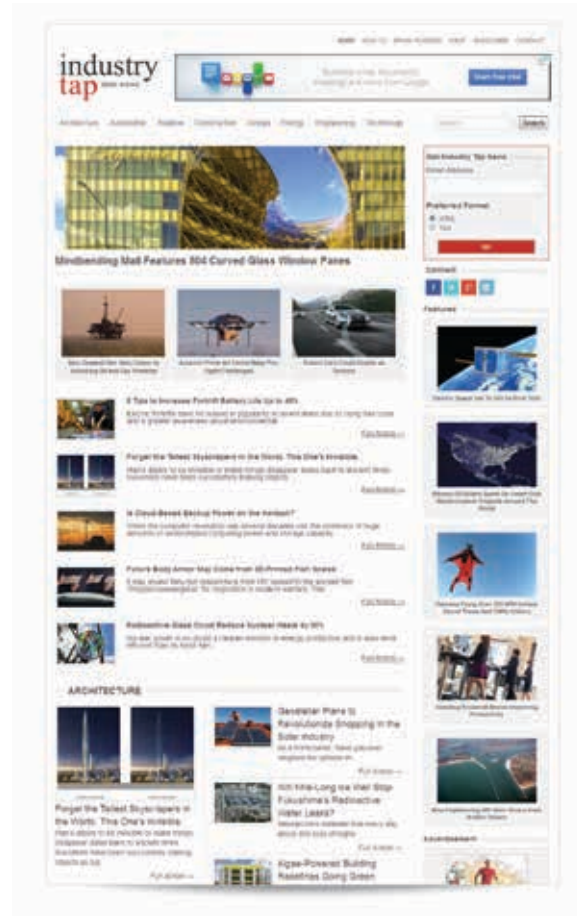
industry**tap**  
*tap into news*

# 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**.



## Article and Promotion

	1-time	3-times	6-times	12-times
<b>Social Media Sponsored Article</b> The article will be promoted on all Industry Tap and partners social media channels including Facebook, Google+, LinkedIn, Twitter and more. 250,000+ industry followers.	R5 500	R5 225	R4 675	R4 400
<b>Email Newsletter Sponsored Article</b> Included in our weekly email send to 130,000+ industry buyers and engineers. Featured article positions are determined by our rating system to ensure best engagement for our audience.	R8 800	R8 360	R7 480	R7 040
<b>Combined Social Media and Email Sponsored Article</b> Includes social media and email newsletter promoted article.	R9 900	R9 405	R8 800	R8 415

All prices exclude VAT



## Website Banner Advertising

1 Month 3 Months 3 Months 12 Months

	1 Month	3 Months	3 Months	12 Months
<b>Banner Placement</b> Global impressions over 126,000 per month and South Africa over 30,000 per month. Note: can be restricted to suit your budget.	R210 CPM	R200 CPM	R190 CPM	R170 CPM

CPM = Cost per mille (thousand) impressions

All prices exclude VAT



## Weekly Newsletter Banner Advertising

1-time 3-times 6-times 12-times

	1-time	3-times	6-times	12-times
<b>Banner Placement</b> Top Leaderboard Position	R5 500	R5 525	R4 675	R4 400

All prices exclude VAT

# CONNECTED CLIENTS





# CONNECTED CLIENTS





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