

# COMMERCIAL OFFER FOR THE CREATION OF WEBSITES AND DIGITAL MARKETING SERVICES



01 3665 270

091 152 5108

Dragutina Golika 32 Zagreb, Croatia

[www.zipwolf.com](http://www.zipwolf.com)

[info@zipwolf.com](mailto:info@zipwolf.com)

---

# GREETINGS

First of all, we would like to express gratitude for the attention to our company and our work.

Our company has been engaged in the development of the Internet projects and digital marketing.

---

## **WE ARE OFFERING TO OUR CLIENTS A VARIETY OF SERVICES CONCERNING CREATION, SUPPORT, AND PROMOTION OF THE WEBSITES, WHICH INCLUDE THE FOLLOWING:**

- Consulting, carrying out market research and drawing up of requirements which are relevant for your website;
- Development of technical specifications, through site and market observations and according to clients' needs;
- Development and implementation of website (realization of graphic and technological aspects);
- Website optimization for search engines, including monitoring of its positions;

- Development of all of the necessary materials for carrying out promotional campaigns on the Internet (content advertising);
- Creation of mobile responsive web design;
- Management of company's reputation on the Internet;
- Development of promotional materials for sites (content advertising);
- Analysis of promotional campaigns and consulting services on improvement of marketing events;
- Technical support, maintenance, and development of the website.



---

# OUR SERVICES

---

## 1. SERVICES OF WEB DESIGN AND ITS DEVELOPMENT

Creation of websites – is an important factor in contemporary business. The modern market dictates its own rules and nowadays, for any organization which tends to reach success in its chosen niche, it is essential to have web resources. For example, the creation of online shop represents a great opportunity for expansion of its sales and clients' base.

### *Benefits of having the internet based presence:*

**01** Effective source of advertising (creation of websites provides an opportunity for daily promotion in the sphere of the Internet);



**02** The effective tool for business image representation (creation of professional websites enables you to emphasize your core company values and guidelines):



**03** Convenient tool for communication with targeted audience – creation of a website with additional features will rise your customers interest (chats, forums).



# SERVICES DETAILS

Type of the website	Full Set includes	Period of website preparation	Price
Standard website	<ul style="list-style-type: none"><li>• Design of the website</li><li>• Domain .com</li><li>• Hosting (1 year)</li><li>• Filling out one page</li><li>• Feedback module</li><li>• CMS (Content management system)</li><li>• Web traffic counter</li><li>• Registration in search engines</li></ul>	7 days	From 3.000 SEK
Business information - website	<ul style="list-style-type: none"><li>• Domain .com (1 year)</li><li>• Hosting (1 year)</li><li>• Filling out five web pages</li><li>• 'News' module</li><li>• 'Feedback' module</li><li>• Web design</li><li>• CMS (Content management system)</li><li>• Copywriting (5 pages)</li><li>• 'Share' tab</li><li>• Slideshow</li><li>• Lightbox</li><li>• Images selection (up to five items)</li><li>• Web traffic counter</li><li>• Registration in search engines</li></ul>	14-21 days	From 9.500 SEK
Small Business	<ul style="list-style-type: none"><li>• Website design</li><li>• Filling out up to 7 web pages</li><li>• Domain uz./com</li><li>• Hosting (3 months)</li><li>• News' module</li><li>• Feedback' Module</li><li>• Gallery' or 'Catalog' option</li></ul>	14-21 days	From 12000 SEK

# SERVICES DETAILS

	<ul style="list-style-type: none"> <li>• 'Several images of articles' option</li> <li>• 'Share' Module</li> <li>• Slideshow</li> <li>• Event Calendar</li> <li>• Filling out the gallery or catalog (up to 20 items)</li> <li>• Image selection (up to 20 items)</li> <li>• Copywriting (7 pages)</li> <li>• CMS</li> <li>• Web traffic counter</li> <li>• Registration in search engines</li> </ul>		
Landing Page	<ul style="list-style-type: none"> <li>• Domain and hosting – free of charge</li> <li>• Domain ..com</li> <li>• Web site design</li> <li>• CMS (Content management system)</li> <li>• 7 blocks</li> <li>• Sales triggers</li> <li>• Sales texts</li> <li>• 'Share' tab</li> <li>• Intelligent connectivity</li> <li>• Audio/Video Player</li> </ul>	14-21 days	From 15.500 SEK
Official web site	<ul style="list-style-type: none"> <li>• Web site design</li> <li>• Domain ..com (1 year)</li> <li>• Hosting (1 year)</li> <li>• Filling up to 15 pages</li> <li>• CMS (Content management system)</li> <li>• 'News' Module</li> <li>• 'Feedback' Module</li> <li>• 'Gallery' or 'Catalog' option</li> <li>• 'Several images of items' option</li> <li>• Social networking tools</li> <li>• 'Guests' book' module</li> <li>• Dropdown menu</li> <li>• Slideshow</li> <li>• Copywriting (10 pages)</li> </ul>	21-28 days	From 30.500 SEK

# SERVICES DETAILS

	<ul style="list-style-type: none"> <li>• Filling up gallery/ catalog (up to 30 items)</li> <li>• Web traffic counter</li> <li>• Registration in search engines</li> </ul>		
Corporate website	<ul style="list-style-type: none"> <li>• Website design</li> <li>• Domain ..com (1 year)</li> <li>• Hosting (1 year)</li> <li>• Filling up to 30 pages</li> <li>• Module 'Search within the website'</li> <li>• Dropdown menu</li> <li>• Widgets</li> <li>• Slideshow</li> <li>• 'News' module</li> <li>• 'Subscribe' module</li> <li>• 'Articles' module</li> <li>• 'Guests' Book' module</li> <li>• 'Feedback' modules (3 modules)</li> <li>• Social networking tools</li> <li>• 'Gallery' or 'Catalog' option</li> <li>• 'Several images of items' option</li> <li>• Filling out gallery or catalog (up to 30 items)</li> <li>• Copywriting (20 pages)</li> <li>• (Content management system)</li> <li>• Web traffic counter</li> <li>• Registration in search engines</li> </ul>	21-28 days	From 35.000 SEK
Online Shop	<ul style="list-style-type: none"> <li>• Domain and hosting: free of charge</li> <li>• Domain ..com</li> <li>• Unlimited number of pages</li> <li>• Webpage design</li> <li>• Products or services catalog</li> <li>• Standard products card</li> <li>• Option of buyer registration and account creation</li> </ul>	28-65 days	From 66.500 SEK

---

# SERVICES DETAILS

---

- |  |   |  |  |
|--|---|--|--|
|  | <ul style="list-style-type: none"><li>• Filling up gallery/ catalog (up to 30 items)</li><li>• Web traffic counter</li><li>• Registration in search engines</li></ul> |  |  |
|--|---|--|--|

## ACTUAL CATEGORIES OF WEBSITES FOR SUCCESSFUL BUSINESS

- Creation of Landing Page for the website - for those, who wants to sell effectively;
- Creation of online shop - for those, who want to run e-business;
- Creation of websites for organizations - for serious businesses;
- Development and improvement of the websites - for those, who want more than they have.

---

# WHAT DO WE DO FOR HIGH-QUALITY WEBSITE CREATION

---

## BRIEF INFORMING AND OBJECTIVES IDENTIFICATION

Our company specializes in conducting analyses regarding your business goals and requirements. We are equipped with great technical support, we perform designing in accordance with functional requirements and we are focused on developing effective marketing strategy of e-commerce - promotion of website for development of your business.

## PROJECTING INTERFACE AND DESIGN

We will create visually appealing, intuitive and user-friendly web design. Carefully conceived and accurately organized website increases sales, customer engagement, and brand loyalty. The design is not all about the aesthetics. It is about finding the best way to tell a great story – visually, thematically and interactively – in a way that best suits your audience.

## FUNCTIONAL PAGE DEVELOPMENT

Our team of developers will program your website with the application of the advanced programming techniques and the usage of modern methods. Interactive functionality depends upon a project type and a required goal. We will consult you about the additional functions which might be helpful to your business, simplify contacting and ordering process for your customers in just a few clicks.

## ESTIMATION AND START-UP

We launch a website in a close mode as a beta version. The team tests every aspect of your website in order to eliminate all sorts of flaws and potential bugs before launching.

## OPTIMIZATION AND MAINTENANCE

We apply quality software and analytics services to track and analyze the website performance and consumer behavior. We continually measure visitor interaction, retention time and work to increase the level of attendance and customer engagement. You will get full keyword optimization, so your website reaches a better position on search engines.



---

## 2. SOCIAL MEDIA MARKETING

Social networks – represent the most popular way to spend the time online and as such, they provide access to detail information about targeted audience. Advertising on social media makes a great foundation for top strategies and is recognized as a fertile ground for implementing promotional activity by the best marketing experts. There are several types of social networks, where each of them should be used according to its particular features of promotion of products and services. Find out which data can drastically improve your customer base and help your content to become the topic of conversations and object of voluntary exchange between costumers.

### *Benefits of having the internet based presence:*

**01** Users tend to react more positively on the promotion via social networks in comparison to more traditional ways of advertising – they do not associate promotion in social networks with ad; they trust the information was provided rather than advertising announcement;



**02** Wide coverage of targeted audience, easier access to users and simplified process of visitor involvement into more active engagement regarding products and services, independently of geographical status.



**03** Relatively low prices of promotional acquisition (considerably cheaper than advertising in newspapers and printed media, in the case of huge coverage much cheaper than advertising on TV).



**04** A presence of feedback with the targeted audience, which enables fast responsiveness on needs and complaints of potential clients.



---

# THE MOST POPULAR SOCIAL NETWORKS FOR EFFECTIVE PROMOTION

---

## *Promotion on Facebook Facebook*

The most popular social network in the world, with the audience of 1.4 billions of users who check their profiles every moment via PC, smartphones and tablets. Promotion on Facebook enables the increase in brand awareness level and helps to establish a positive attitude towards the company. Promotional posts are suitable for the promotion of different events, announcements, and pictures.

## *Promotion in Instagram Instagram is the social photo network*

It represents something in between of social network and blog, where you post photos and give them a brief description. Advertising on Instagram is suitable for those who sell clothes, sports products, items for interior and furniture or own a restaurant, bar or a cafe.

## *Promotion in Instagram Instagram is the social photo network*

It represents something in between of social network and blog, where you post photos and give them a brief description. Advertising on Instagram is suitable for those who sell clothes, sports products, items for interior and furniture or own a restaurant, bar or a cafe.

## *Promotion on Odnoklassniki Advertising in Odnoklassniki*

It has a variety of opportunities and formats, which is suitable to almost any type of business. This particular social network has a number of benefits and it allows you to target your ads to chosen audience. The best part – advertising via Odnoklassniki allows you to pay by the number of clicks and not displays only.

---

# OFFERINGS FOR PROMOTION IN SOCIAL NETWORKS ARE AS FOLLOWS

---

## CREATION AND MAINTENANCE OF COMPANY'S SOCIAL ACCOUNTS

We will create for your pages and groups on popular social networks, find your targeted audience and invite it in a group, which will allow for a further promotion of your services. Our team will non-intrusively advertise your services to interested parties.

## PROMOTION IN SOCIAL NETWORKS

We will develop a model of content advertising in accordance with your goods and services; then we will deliver this advertising in paid services of popular social networks. You receive: accurate targeting, low cost, loyal users relation and increase in the income of business.

## SOCIAL MEDIA MARKETING

We use tools of social networks to create blogs, microblogs, chats, forums, podcasts and other contents for your website promotion, and also for your goods and services (likes, subscribers, advertising of groups, likes on Instagram).



# SERVICES DETAILS

Services	Prices of social media advertising (in UZS)	Period	Result
Strategic project planning: promotional campaign formation, content plan, event plan, etc.	Free of charge	2-5 days	Event planning, accurate and precise results, analysis, execution time calculation and accurate budget
Preparation of banners, video or other promotional material (for contest, group campaigns, promotional campaign, YouTube advertising and other Services	Static banner from 500 SEK; Flash banner from 600 SEK; Video 1500 SEK	1-3 days	Attractive, interesting and effective promotional material: static banner, video and other types of advertising
Viral competition organization, which involves users and helps in spreading necessary information (writing scenario, groups preparation, audience targeting, carrying out competition, reporting)	od 500 SEK	In stipulated promotional periods (in accordance with the promotional program and events calendar)	Attraction of stipulated numbers of visitors to the group, on the website, competition participation encouragement etc. Assessment of results by: - the number of participants; - the quantity of re-posts (engagement, impressions, shares, likes); - the number of followers (fans); - visits; - readings; - comments; - appeals to the company

# SERVICES DETAILS

<p>Maintenance of one resource (page, group, account, blog)          Managing of one resource (page, group, the account) includes following services:          creation of group or a page on social networks, search for target audiences, SWOT analysis on the existing groups and competitors actions, daily group or page management – content information (3 posts per week), fixed monitoring of a resource and answering to user questions within 0,5-2 hours and others necessary actions</p>	<p>from 900 SEK</p>	<p>On the monthly basis, every work day</p>	<p>1. Building customer relationship and loyalty with potential clients, promotion of a brand, products, goods and services.</p> <p>2. Attraction of the stipulated number of visitors in a group, on the website, the stipulated number of followers on the blog and the other resources          Assessment of results by:</p> <ul style="list-style-type: none"> <li>- the number of participants;</li> <li>- the quantity of re-posts (engagement, impressions, shares, likes);</li> <li>- the number of followers (fans);</li> <li>- visits;</li> <li>- readings;</li> <li>- comments;</li> <li>- appeals to the company</li> </ul>
<p>Managing of two resources (pages, groups, accounts, blogs)</p>	<p>od 2200 SEK</p>	<p>On the monthly basis, every work day</p>	<p>(engagement, impressions, shares, likes);</p> <ul style="list-style-type: none"> <li>- the number of followers (fans);</li> <li>- visits;</li> <li>- readings;</li> <li>- comments;</li> <li>- appeals to the company</li> </ul>
<p>Managing three resources (pages, groups, accounts, blogs)</p>	<p>od 2500 SEK</p>	<p>On the monthly basis, every work day</p>	<p>- appeals to the company</p>

---

# SERVICES DETAILS

---

Execution of promotional campaign; banner designing, contextual advertising and other types of promotions	od 600 HRK po kontaktu (ovisno o vrsti oglašavanja i društvenih mreža)	Preparation of campaign 1-3 days, then execution of campaign throughout the required period	Assessment of results according to number of: Attendance Readership Comments Approaches to company
---	--	---	--

## 3. SERVICES OF BRAND CREATION AND STRATEGIES POSITIONING

Branding enables you to specify key elements which differentiate your products from the competition. A brand is a synonym for a quality of a specific company. It is important that the image of your product is fixated into your buyer's consciousness and that it creates positive emotions which buyer can then associate back with your company. The image consists of many components: names, graphical elements, certain characteristics with which you can allocate to the products

### *Benefits of branding usage in business:*

- 01** Creation of sustainable connection between audience and brand
- 02** Long-term and quality correspondence with brand users
- 03** Organic and aesthetic design advertising
- 04** Wide coverage of interested users

---

# MOST POPULAR TYPES OF BRANDING

---

## *Website branding*

Branding is a type of advertising in which the basis of pages or separate services of an Internet resource memorization is the corporate identity that provides company promotion.

## *Branding of goods and services*

Branding of goods or products involves drawing a company logo on each commodity unit. It can be performed with the use of original packaging which is recognizable by its unique logotype.

## *Branding of the office*

Excellent way to increase customer loyalty and to raise the employee motivation. The presence of a logo of the company at a working space configures client-owner business relationship.

## WE OFFER YOU THE FOLLOWING BRANDING SERVICE:

### CONDUCTING A MARKETING RESEARCH

How to find the client and be able to give him exactly what he needs? We select the most successful research methods for your business and help you to establish customer connection;

### POSITIONING

We position ourselves on all of the relevant channels so we can approach our audience .

### DEVELOPMENT OF TRADEMARK LOGO

We study logos of the companies making goods or services of similar type, and we will collect the best lines to create a logo for your business.

### PROMOTION OF A BRAND

We use all the necessary media advertising to receive the maximum result in the case of the minimum investment of capital.

---

# SERVICES DETAILS

---

Services	Periods	Results	Price
Development of a trademark	From 2 to 4 weeks	You will receive a unique trademark	From 1400 SEK
Development of a logo	From 7 days	You will receive a unique logo	From 1400 SEK

## 4. SERVICES OF A CREATIVE ADVERTISING

Creative advertising – the creative activities directed towards the promotion of any object (goods, service, the company) in the market, forming and maintaining loyalty by means of non-standard approaches, the original ideas, methods and forms. The ultimate goal of creative advertising is drawing the attention of the consumer- this can be achieved with the usage of unusual combinations, improvisations and by creating dynamic stories which are composed out of competitive contents. Outstanding performance in advertising is reached at the expense of a set of various advertising tools, which can be creative texts, advertising slogans, extraordinary graphical design, and also video, audio and other materials.

### *Benefits of branding usage in business:*

**01** Stronger effect on the buyer than the one that traditional advertising and standard methods achieve.

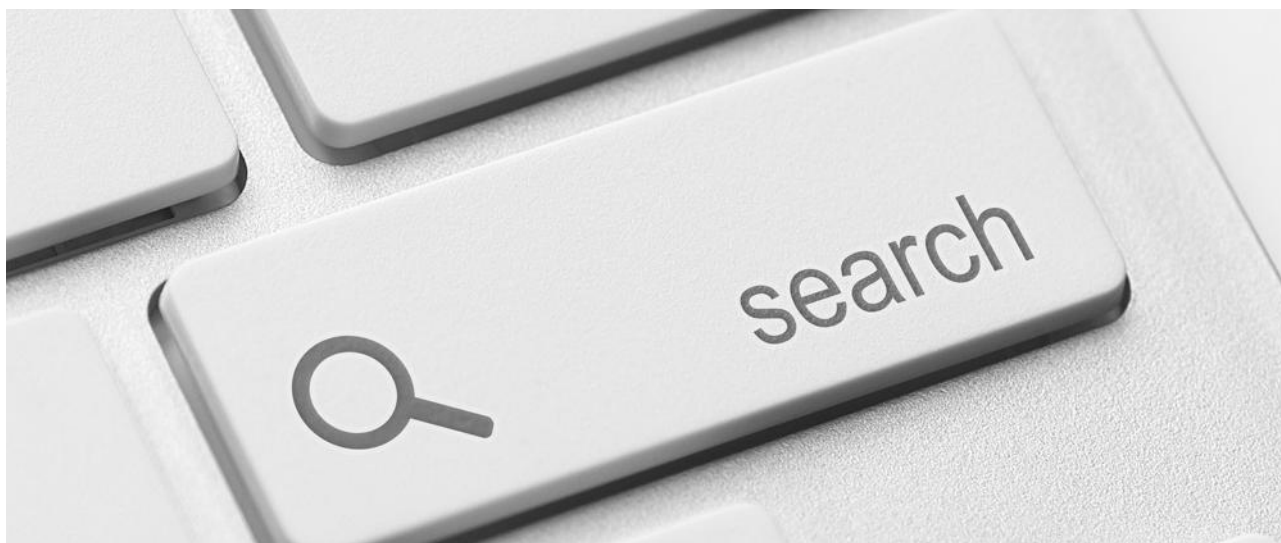
**02** Appeal not to the product sales, but to the personal values of the customer.

**03** Information doesn't cause negative emotions and isn't perceived as evident advertising.



---

## 5. MARKETING OF SEARCH SYSTEMS



Advertising in search engines – search engines are by far the most visited online location and as such, they are ideal part of internet marketing strategy. It is possible to implement website promotion within them – a distinctive feature is that the choice of the shown advertising messages is determined according to a users search query. These tools are highly useful for product and service providers since they enable their ads to appear near the search queries and in the right moment – when a person is ready to buy.

### *Benefits of content advertising*

**01** The content advertising allows to distribute information on all sorts of products and services;

**02** Announcements are visible to those users who are interested in purchase of certain product or service;

**03** Large number of keywords can be connected to advertising of your goods or services;

**04** It provides an opportunity at any time to edit the announcement, all you need to do is to click on a price rate or a keyword list.

---

# SERVICES FOR REACHING HIGH RESULTS ARE AS FOLLOWS:

---

## **BUSINESS RESEARCH**

We analyze specifics of your business to pick up effective requests. The more accurate the analysis, the wider is the range of keywords. It allows to cover nearly 100% of targeted audience and to attract more visitors to your website;

## **SELECTION OF REQUESTS FOR PROMOTION OF WEBSITE**

We carry out segmentation of your prospective clients, and we analyze consumers who are looking for a product with the use of different sorts of methods using. We determine their motives and behavior competently to adapt content (content of a resource) under target requests;

## **TECHNICAL AUDIT**

We study the website regarding mistakes in a program code in order to adapt it to search engine algorithms. Technical optimization of the website will allow to lift your website position on search engines and make you more visible to real buyers, which will lead to a profit increase.

## **OPTIMIZATION OF WEB PAGES**

When optimizing websites, we focus on company and product specifics in order to present you to your costumers in a best way possible. We develop quality websites with high level of efficacy in all aspects: by traffic, speed, conversion rate, sale rate and ROI. Modern people don't have time to carefully search through mess of information. We will make your data clear and visible.

## **RENEWED WEBSITE ADVANCEMENT**

We post your links on online search engines in order to achieve the best result. By the domino effect, your credibility will increase, and a number of your visitors and followers will grow.

## **MONITORING OF WEBSITE TRAFFIC AND CONVERSION**

During search optimization, we analyze the efficiency of requests upon which prospective clients come to your website. A strategy is established on retention time tracking, traffic growth, marketing campaign success and analyzing KPI-s. Our team will convert a visitor into a buyer.

# SERVICES DETAILS

Service includes	Optimization
Detailed technical audit	+
Drawing up a semantic kernel	50-500 orders
Marking the meta tags <title>, <description>	+
Optimization of headings <h1>-<h5>	+
Optimization of image features <alt> и <title>	+
Organization of pages inner links	+
Correction of broken links	+
Intelligent connecting to analytics of Yandex.Metrics and Google Analytics	+
Setup of Yandex, Google, Mail WebMaster	+
Setup of page URL	+
Page calibration	+
Website structure correction	+
Elimination of record errors	+
Set-up of the server response	+
Increase in website speed	+
Placement of an icon of favicon.ico	+
Creation of unique optimized texts	15000 signs
Check for grammar mistakes	+
Setup of files such as robots.txt and .htaccess	+

# SERVICES DETAILS

Service includes	Optimization
Creation and load of file sitemap.xml	+
Virus and security holes scan	+
Micromarketing HTML code	+
Address installation and configuration	+
Modification and creation of 404 pages	+
Period of completion depends on the scope	10-30 working days
Price per order up to 100 pages	od 2.000 SEK
Advertising in the Internet Google or Yandex	From 5.400 SEK (depending on the number of keywords according to positions)

Email Marketing	from 700 SEK (depending on the subscribers lists, lead generation, and analytic analysis)
Registration in the world's biggest catalog Google Business	from 500 SEK
Website translation	Prices varies according to language

---

## 6. ANALYTICS SERVICES AND EVALUATION OF THE MARKET SERVICE

Web analytics includes measurement, collecting, analysis and detailed report of web data and enables us to understand and optimize our sites. It allows web traffic evaluation, visitor behavior overview, retention time overview and content performance comparison in respect to the KPI-s. We can provide you with accurate information about your website traffic and latest campaign performance.

### *Quality analytics allows:*

- 01** To estimate the number of website visitors, views and retention time;
- 02** To determine how efficient your channels are in consumer involvement;
- 03** To effectively optimize promotional campaign;
- 04** To identify weak sides of your website and enables you to eliminate them in short period of time.

### SERVICES ON MARKET ANALYSIS AND WEB ANALYSIS ARE AS FOLLOWS:

#### *Technical services*

- Appropriate installation of track codes in Google Analytics and Yandex Metrics tools Elimination of errors in existing profiles
- Keyword planning for ad positioning and SEO optimization
- Consumers analysis (track of consumers' behavior)
- Campaign optimization
- A/B tests of resource

#### *Analytical services*

- Keywords efficiency analysis;
- Landing pages relevance analysis;
- The analysis of behavioral factors (the analysis of forms of filling of requests, clicks, and site conversions);
- Locating problematic site aspects and potential bugs;
- We are also active in the field of development and implementation of necessary improvements;
- Overall assessment of a resource competitiveness;
- Monitoring of the competitors' websites.

---

## 7. SERVICES OF A CREATIVE ADVERTISING

Creative advertising – the creative activities directed towards a promotion of any object (goods, service, the company) in the market, forming and maintaining loyalty by means of non-standard approaches, the original ideas, methods and forms.

The ultimate goal of creative advertising is drawing the attention of the consumer- this can be achieved with the usage of unusual combinations, improvisations and by creating dynamic stories which are composed out of competitive contents. Outstanding performance in advertising is reached at the expense of a set of various advertising tools, which can be creative texts, advertising slogans, extraordinary graphical design, and also video, audio and other materials.

### *Benefits of creative advertising*

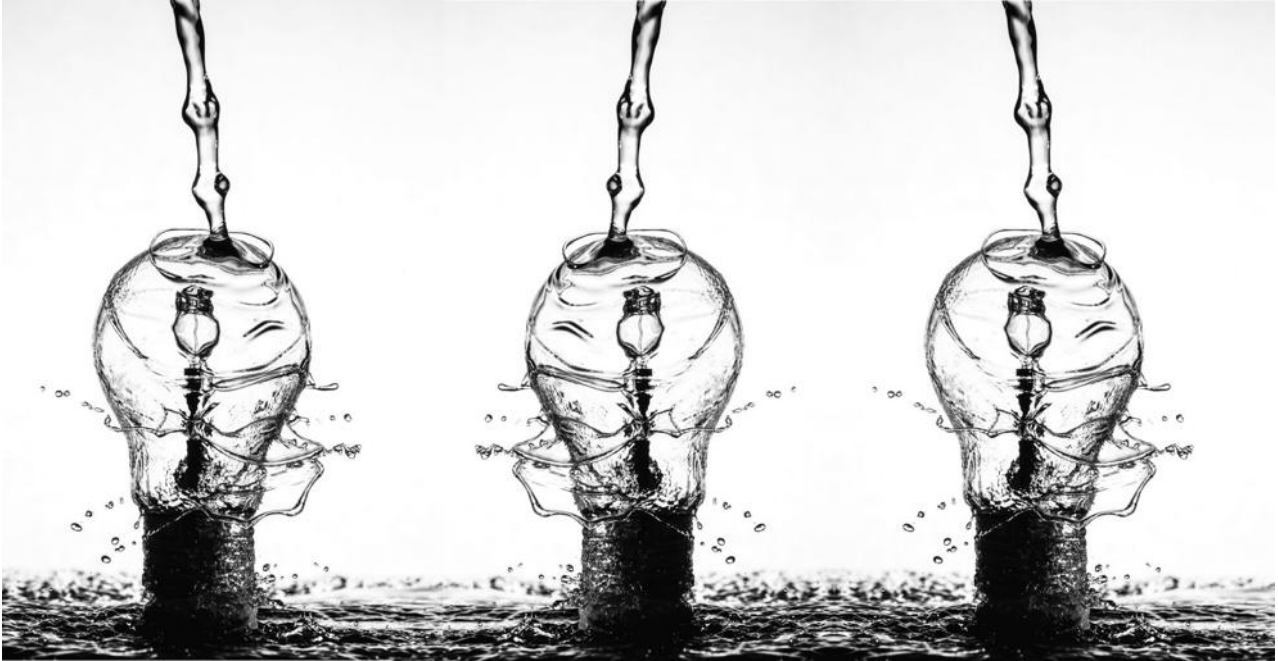
- 01** Stronger effect on the buyer than the one that traditional advertising and standard methods achieve;
- 02** Appeal not to the product sales, but to the personal values of the customer;
- 03** Information doesn't cause negative emotions and isn't perceived as evident advertising.

## TYPES OF SERVICES ON CREATION OF CREATIVE PROMOTIONS ARE AS FOLLOWS

- Creation of promotional campaigns' concepts ( for TV, press, outdoor advertising);
- Development of design for printed media;
- Development and planning for advertising in printed media;
- Development and realization TV advertising.

---

## 8. EXPERIMENTAL MARKETING SERVICES



Experimental marketing is the advertising method achieved by means of interactive experience. Help your clients to experience your products in real life and unusual circumstances, have fun and help them link these deep positive emotions with your company. Execute powerful digital or event marketing campaign that will induce discussions before and after the event.

The basis of experimental marketing is constituted by marketing research – a key factor of receipt of a benefit over competitors. Carrying out marketing researches allows you to understand a situation in the market and to answer to a set of questions, which are directly related to business.

### ***Benefits of experimental marketing usage in business:***

- 01** Direct contact with targeted audience
- 02** Interaction in the right place and at the right time
- 03** Well-organized events will draw media and influencers attention
- 04** A wide range of opportunities in communication (GIFs, JAVA games)

---

# WHAT DO WE OFFER FOR THE DEVELOPMENT OF YOUR BUSINESS

---

## CREATION OF THE QR CODE

It is a two-dimensional barcode (barcode) providing information for fast recognition by means of the camera on the mobile phone. Using a QR code, it is possible to encode any information, for example, text, phone number, link to the website or business card;

## DEVELOPMENT OF HOLOGRAM

The complex of microstructures provides a visual sense of a dimension of an image. Color game and the illusion of a real object can induce attractiveness and product recognition. The hologram will surely intrigue potential buyer's imagination with its dynamic elements and help you to achieve 'wow' effect.

## ELECTRONIC INSTALLATIONS

It is a multimedia complex, which consists of certain tools, which allow for a making of a software installation automatically or in the easiest manner.

## INTERACTIVE INTERFACES

We are taking into account the design and adaptability of your interfaces which your end users see. We will enable you to provide your audiences with first class experience which they expect from you. Interaction nowadays goes beyond possibilities and standard methods and is able to increase the average time a user spends on your site.

## 6. INTEGRATION OF MEDIA SERVICES

Media ads can influence clients perception through visual presentation and connect emotions with products. The media advertising are textual and graphical promotional materials placed on the websites - advertising platforms. This advertising format includes different sources intended to help with solving a wide range of client problems – from forming of demand to purchase stimulation.



---

### *Benefits of media advertising usage*

**01** Accurate targeting and orientation to a specific audience while displaying video or an advertising banner. Advertising is executed in accordance to platform subject and users geographical location;

**02** Advertising blocks are shown to potentially interested visitors. The content media advertising performs the demonstration of banners, which match on content search queries;

**03** Entertaining, interactive nature, which reminds of a game or viewing of animated films. Unlike television or radio of advertising, visitors can control its duration or availability.

## WHAT DO WE DO FOR MAKING DECISIONS ON YOUR OBJECTIVES?

---

### INDIVIDUAL STRATEGY

We develop an optimum individual strategy of promotion in accordance with our clients' needs and abilities.

- **Creative solutions.** We develop effective ads for media transmitters;
- **Development of effective advertisements for media platforms.** We are integrating your own and paid channels in order to deliver real and measurable results;
- **We conduct overall analysis.** We conduct efficiency analysis of advertising campaigns for our clients, which helps us to achieve effective objectives even quicker.

The image shows a person's hands holding a tablet. Overlaid on the scene is a digital network of white icons representing people, connected by lines, set against a faint world map background. The overall color scheme is blue and white.

# ABOUT US

INOVATUS SERVICES (TM: ZIPWOLF) is an integrated B2B-marketing agency. The strategy we conduct is directed towards designing, development and implementation of effective promotion methods.

The INOVATUS SERVICES team consists of professional specialists in the sphere of marketing. The company provides services in all types of marketing, developing successful business plans.

We believe in the success of plans, created by our professional marketing specialists. During many years we evolved from non-traditional marketing agency into complete service store.

We are a team of intelligently inquisitive people who aim to solve business challenges. We are ready to provide our digital marketing solutions to all of your creative blockages.

No other company provides the level of artistry in comprehensive marketing as high as Zipwolf - Inovatus Services. Our marketing specialists create unique marketing solutions.



Digital Marketing Solutions for Sales Increase  
and Improved Operations Efficiency

## Contact us

+46704659133

+ 385 1 3665 270

+ 385 91 152 5108

Dragutina Golika 32 Zagreb, Croatia

[info@zipwolf.com](mailto:info@zipwolf.com)

[www.zipwolf.com](http://www.zipwolf.com)

---