

THE LITTLE BOOK OF
MARKETING SOLUTIONS

centonex



WWW.CENTONEX.COM





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CENTONEX

ABOUT CENTONEX

We understand that your message needs to be delivered in its most powerful form. With our determination to see you succeed and our ability to deliver innovative and thought provoking ideas, we will find the right solution to engage your target audience.

Who we are

Established in 2002, Centonex works with companies of all shapes and sizes across the UK and beyond, making sure we do what is needed to get them noticed. Our team of creative minds, website designers, copywriters, on and offline marketers and print managers enable us to create work with the WOW factor. An open mind and lots of hard work is what you can expect from us.

Getting in touch

We hope this brochure gives you some food for thought, there really isn't much we can't offer to enhance the marketing of your business, its brand image and communication processes. Most products and services, such as printing and telephone numbers, can be ordered easily and quickly via our website, whilst other services require a little more consultation. We are happy to visit potential clients or you can visit one of our offices via prior appointment - just give us a call or send us a quick email to get the ball rolling.

Paying for our products and services couldn't be easier

We offer a range of payment options for all our products - apart from the usual methods of Cheque or Bank Transfer we offer payment by any major credit or debit cards and direct debit without fee. Many services including printing can be ordered instantly online. Payments are processed by Protix on behalf of our bank HSBC and are totally secure.

ACCREDITATIONS AND PROFESSIONAL MEMBERSHIPS





OUR SOLUTIONS

DIRECT MARKETING

Almost any sales pitch can be made by direct mail and with our knowledge of the direct marketing business we guarantee a service that will deliver results.

Centonex understands that time is money, and that's why we have developed flexible solutions to make every aspect of your mailing more convenient, fitting in around your needs. From a straight forward mail shot through to a complex multi-drop campaign, we take your message directly to the consumer in a practical and cost effective manner. We have come up with a few simple packages to get you started, and we can tailor our offering to your exact needs - just call us to discuss your requirements:



45p per additional letter
(black printing)

10p per additional
printed A4 black page or
reverse for 6p per letter

Colour options available

CENTDIRECT - LETTER PACKAGE - £145 + VAT

- Layout of your pre-written letter content / offer
- Layout of the letter to include your company letterhead header & footer
- Sending of 250 letters including envelope & standard class postage
- Printing on white A4 paper (minimum 80 GSM) in Black
- Creation of your data mailing file including record deduplication

Mailing data should be supplied as spreadsheet. If you don't have the information stored digitally we offer a low cost service to do this from as little as 10p per record. We take data from printed information (i.e. invoices) and create an Excel spreadsheet for you



£165 - For 250 x A6
(148 x 105mm)

50p per extra card sent

£185 - For 250 x A5
(210 x 148mm)

55p per extra card sent

CENTDIRECT - POSTCARD PACKAGE - £165 A6 / £185 A5 + VAT

- Professionally designed postcard front by our in-house graphic designers
- Full professional copywriting on information on the back
- Personalisation with your customer information (if supplied)
- Printing (full colour on to either A6 or A5 card)
- Data file preparation including record de-duplication
- Printing & sending of 250 postcards by standard class Postage to UK address





OUR SOLUTIONS

PRINTING

We offer a complete range of printing solutions from short run digital through to complex print and finishing jobs, books and magazines. Simply call us with your requirement and we will provide you with a comprehensive print quote. You can also order all products via our website including Next Day Printing.

BUSINESS CARDS

- > 500 x 300 GSM
Double Sided & Full Colour
£40
- > 10,000 x 300 GSM
Double Sided & Full Colour
£145

LETTERHEADS

- > 500 x 100 GSM
Double Sided & Full Colour
£60
- > 10,000 x 100 GSM
Double Sided & Full Colour
£295

COMPLIMENT SLIPS

- > 500 x 100 GSM
Double Sided & Full Colour
£45
- > 10,000 x 100 GSM
Double Sided & Full Colour
£125

STATIONERY SETS

- > 500 x Letterheads
Compliment Slips & Cards
£108
- > 1,000 x Letterheads
Compliment Slips & Cards
£136

 **Best print prices guaranteed. Prices exclude VAT.**





OUR SOLUTIONS

CREATIVE DESIGN

These packages are especially created for Small or Start Up businesses, giving you professional design at a low cost when the requirements are straight forward but you still want something bespoke. Perfect if you're just starting out in business and have limited funding.

Both of these key packages include meetings at our offices, professional design and amendments, printing and delivery of the final product to one UK address and PDF print ready artwork for future printing.



IDENTITY PACKAGE - £595 + VAT

- > Custom logo design (3 options)
- > Chosen logo saved for web & print
- > Simple identity guide (colours and fonts)
- > Letterhead, compliment slip & card design
- > 2 sets of minor amends (30 mins)
- > 500 printed letterheads, compliment slips and business cards
- > Print ready artwork supplied & printing delivered
- > Digital version of your letterhead



A4 BROCHURE PACKAGE - £695 + VAT

- > Layout concept design
- > 2 sets of amends (30 mins)
- > 6 page A4 fold out brochure
- > 2 hours of copywriting
- > Stock imagery included (max 2 images)
- > 1000 x 6 page A4 250 GSM glossy full colour printed brochures
- > Delivered to 1 UK address





OUR SOLUTIONS

BEST VALUE

ALL IN ONE BUSINESS PACKAGE

WEBSITE



Five page website with full content management
Built-in Search Engine Optimisation tools
Enquiry form with built-in intelligent auto-responders
Your own domain name registered (.co.uk or .com)
Unlimited email addresses complete with webmail

BRANDING



Basic logo design or re-drawing of existing logo
Customisation of one of 350 professional, agency designed branding packages to include: Letterhead, Compliment Slip & Business Card
Design of a 6 Page DL Folding Leaflet to show case your business
Electronic version of your letterhead

EMAIL MARKETING



Online email marketing system with branded template
Send unlimited emails to your clients free of charge online 24/7

PRINTING



2500 Business Cards (300 GSM, Double Sided)
500 Letterheads (100 GSM, Double Sided)
500 Compliment Slips (100 GSM, Double Sided)
1000 Flyers (170 GSM, DL, 6 Pages)

SOCIAL MEDIA



Set up of Facebook, Twitter & LinkedIn profiles for your business
Branding with your logo, colours & basic company information

BASIC MARKETING PLAN & IDEAS



Meeting at our offices to give you marketing ideas
Basic marketing plan to get you started on your new journey
Information pack containing marketing knowledge, online links and other useful information.

ALL FOR JUST £895 + VAT

(£50 per year hosting & domain fee applies from year two)





OUR SOLUTIONS

EMAIL MARKETING



Promoting your business's products and services by email and mobile are powerful and flexible forms of direct marketing that allow you to connect instantly with your target audience, helping you communicate your message quickly and cost effectively.

Centmail is our user friendly advanced email marketing platform that enables you to manage every aspect of an email campaign whatever the scale of your business, budget and needs.

FULLY MANAGED EMAIL MARKETING CAMPAIGNS

- Centmail account with online reporting/statistics
- Monthly or quarterly sending of your campaigns
- Design of the email template to be used within your campaigns
- 5000 initial email send credits (*additional credits can be purchased)
- You can send additional emails whenever you need to online 24 hours a day
- We upload your client email addresses into the system
- Full set up of spam rules to make sure your emails are fully compliant
- Set up and integration of an automatic web based double opt-in subscription system
- Built-in SMS sending facility for added marketing power (credits required)

MANAGED ACCOUNT

£275 setup fee (includes custom designed template)
+ £75 per send (no annual account fee applies)
£50 setup + £50 per year
£175 one-off fee
As low as 0.002p
10p each

DIY ACCOUNT

TEMPLATE DESIGN

EXTRA EMAIL CREDITS

MOBILE CREDITS

 ALL CENTMAIL ACCOUNTS ATTRACT A SMALL ANNUAL ACCOUNT FEE OF £50. PRICES EXCLUDE VAT.





OUR SOLUTIONS

MOBILE MARKETING

Mobile marketing is basically marketing to people via their mobile devices. Look at it as an extension of digital marketing. As more people are starting to spend more on their mobile devices and less time on their computers, mobile marketing is fast becoming the key way of keeping your clients up to date or to finding new ones!

BULK SMS MESSAGING

Prices as low as 7p per text

- > Send offers instantly via SMS
- > Get delivery reports
- > Invite your clients to reply using an SMS short code
- > Instant results

SMS SHORT CODE MARKETING

£495 per year + VAT

- > Your own short code word
- > Choose a personalised message that is delivered when they text
- > Any replies are emailed directly to you
- > Great for sending offers

TRY IT OUT:

Text the word 'Marketing' to 81400*

Your standard mobile network text rate applies.



OUR SOLUTIONS

COMMUNICATION

Centonex provide a range of communication solutions from telephone numbers with forwarding and fax to email through to complex SMS marketing solutions - our range is too big to showcase here so call us to find out more and discuss your options.



CENTALK SINGLE LINE

£6 PER MONTH + FREE SETUP + VAT

UK Geographic or Non-Geographic Phone Number.
Your own telephone number ready to use either as a full landline facility on a desk phone or just can forwarded to another number or mobile...

- Your own UK area code - choose from over 650
- Alternatively choose an 0845 or 0800 number or an international number (additional charges apply)
- Top-up your account with credit or setup a Direct Debit and you're ready to go
- Forwarding from as little as 1p per minute
- Voicemail facility
- Manage your forwarding, view your bills and top up online 24/7
- Simply buy a Voice over IP phone to use your number as an "instant" landline at your desk



CENTALK MULTILINE SERVICE

£10 PER MONTH + £10 SETUP + VAT

UK Geographic or Non Geographic Phone Number
plus loads of advanced features

- Your own UK area code - choose from over 650
- Alternatively choose an 0845 or 0800 number or an international number (additional charges apply)
- Call recording
- Music on-hold facility
- 10 extensions included - so you can set up 10 phones in your office from the word go
- Hunt groups - direct calls to different people at different times of the day
- Full interactive switchboard system that you manage online i.e. press 1 for sales, 2 for support etc
- "Call me" facility for your website that calls your nominated line when a client clicks on a link
- Calls with CenTalk cost no more than BT
- Inclusive minute bundles available
- Simply topup from as little as £10 to get started or setup a Direct Debit



OUR SOLUTIONS

DATA SOLUTIONS

Many companies are built on data but it can be a shaky foundation if you do not look after it properly.

Maintaining an accurate database of your business-critical information is as important as the information itself. Data cleansing plays an essential part in the efficiency of any data dependent company because it is centered around improving the quality of the information to make it "fit for use."

Incorrect or inconsistent entries lead to false conclusions, ineffective marketing and are a waste of both your valuable time and money.



OUR SERVICES INCLUDE:

- **Preference service checking (MPS/TPS etc)**
we will run your existing data through these checks to ensure your compliance
- **Data preference call back service**
we call your clients to check their preferences
- **Data purchasing**
buy new data for as little as 20p per record based on your criteria
- **List management**
keep existing data preferences checked, add new data, ensure any missing data is found and any gaps filled - you get access to your data via our servers 24 hours a day
- **Compliance**
registering you with the ICO and writing your Data Protection Policy.

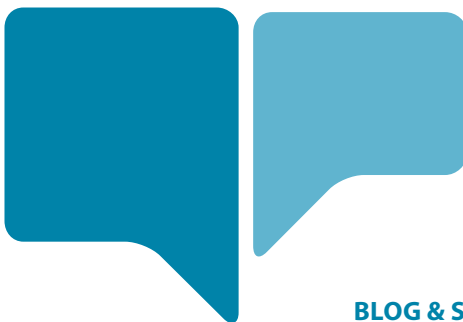


OUR SOLUTIONS

DIGITAL

Centonex offer a full range of digital solutions from a simple, professionally designed website complete with full content management through to complex e-commerce or mobile solutions.

We are your perfect partners to set-up a new online marketing campaign, get you started with social media sites such as Twitter, LinkedIn and Facebook or to enhance your online marketing via Pay Per Click or SEO.



BLOG & SOCIAL MEDIA PACKAGE - £145 + VAT

- > Set up of your own Wordpress / Blogger blog
- > Addition of your company logo
- > Addition of your company information
- > Your own domain name registered if you don't have a website*
- > Telephone training on how to update the blog
- > Set up of Twitter, LinkedIn and Facebook
- > Provision of Social Media logos for your email signature

* Domain name renewal fee of £10 per year applies.
You can use a sub-domain of Wordpress or Blogger free of charge.





OUR SOLUTIONS

WEBSITES

In today's online world, your website is an extension of your company and is quite often the first port of call for potential new customers. An out of date website could cost you valuable business so what can you do to make your site really stand out?

You can add basic e-commerce and payment collections solutions to the above package from as little as £175 depending on the requirement. Centonex can design and build totally bespoke websites, online e-commerce stores, micro sites, online survey sites, specialist information collection sites and more. Just call us to discuss in more detail.



COMPLETE WEBSITE IN A BOX PACKAGE - £495 + VAT

- Website, email marketing facility & social media set up
- Choose what pages you want (upto 4 included plus contact page)
- Uploading to your own domain name (including free registration)
- Contact form that e-mails you the contents when submitted
- Basic submission to search engines such as Google, Yahoo & Bing
- Full website statistics available for your website via Google Analytics
- Creation and submission of a XML site-map to search engines
- Unlimited email addresses complete with webmail access
- Full content management of your website via Wordpress 24/7
- Set up of a fully featured blog you can update via Wordpress
- Send emails to your customer database online 24/7 free of charge

Annual fee of £50 plus VAT
applies for domain name
renewal & web hosting.



**complete with content management, domain name, email and
webmail facility, email marketing facility and social media set up**





OUR SOLUTIONS

MARKETING TOOL KIT



In addition to our extensive range of solutions, we also offer a range of tools to compliment your marketing from domain name registration through to web hosting, email and online pc backup.

DOMAIN NAMES, HOSTING, EMAIL, ONLINE BACKUP & SSL CERTIFICATES

Buy and manage all of your domain names, hosting and exchange email accounts securely online, 24 hours a day, 7 days a week at www.getacom.co.uk

✓ DOMAIN NAME REGISTRATION

.com domain names as low as £6.70 per year

.co.uk domain names as low as £6.80 per year

✓ WEB HOSTING & DEDICATED SERVERS

100gb of web space, unlimited bandwidth and unlimited email accounts

price from as little as £2.70 per month

✓ SSL CERTIFICATES

Buy an SSL certificate to secure your website content for as little as £20 per year.

✓ EMAIL ACCOUNTS (POP3/IMAP & EXCHANGE 2013)

Standard POP3/IMAP mailboxes from just 57p per month

Microsoft Hosted Exchange 2013 mailboxes from just £4.77 per month

✓ ONLINE PC DATA BACKUP

10GB of storage & automatic backup from as little as £1.14 per month

100GB of storage & automatic backup from as little as £1.70 per month

✓ NON-GEOGRAPHIC NUMBERING

0845 Numbers from £50 per year*

0800/0808 Numbers from £50 per year*

0844 Local Rate from £50 per year

090 Premium Rate from £Free plus earn up to £1.20 per minute

Additional services include: Fax to Email, Voice to Email, Time of Day Routing, Call Volume Routing, Geographic Routing, Call Forwarding & Mobile Forwarding

To setup a new number visit our website at <http://www.centonex.com/what-we-do/>





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