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# GetThe Best Marketing Company That Works For You

## **Reaching Global Audiences**



Business Email Marketing
Marketing Webpage
Online Directory
Animated Banner Advertisement
Virtual Marketing Office

Mobile Marketing
Online Radio Broadcasting
Text Advertisement
Your Franchising Agent
Marketing Consultancy



www.maliximarketing.com



# The FIRST AND ONLY Standard Marketing Provider of Mobile Marketing, Online Radio Marketing and Business Email Marketing Company in the Philippines

maliximarketing has unique methods in providing its clients with different approach in catering for their various business requirements. providing the most convenient way of informing clients on what they really need.

Established March 2007 inspired by the needs to innovate online marketing advertisement for any type of businesses worldwide in an affordable package possible. Helping businesses to cope with the business needs while still making their services or products be sold at any given time possible.

In partnership with **MySiteMalixi** we develop **maliximarketing**, Marketing Company for Worldwide Services ensuring the capacity in all types of enhancement needs on its worldwide market. Maintained each day to assure its uninterrupted service and client shopping security worldwide.

#### Why are we the right marketing company for you?

We know that we're the right marketing company for your business, but don't take our word for it. Listen to what some of our satisfied clients had to say about their results. You can also take a look at some of the work we've done for our clients, as well as for our own company. While you're here, be sure to visit our forum and list of services. It's updated several times each month, and aside from giving you a feel for some of the things we can do for your company, it also offers great marketing tips that you can implement yourself.

Almost every online project requires a collective skilled specialists working in parallel to complete each projects. maliximarketing is a company filled with some of the best minds in the online world as well as actual field work.

#### We are a Complete Marketing Consultancy Firm

Unlike most other marketing companies, we understand that today, a business must utilize a variety of marketing mediums in order to be successful. And time has taught us that in our world, nothing is constant except change. So, in the true spirit of the digital age, we have evolved our brand and our core positioning creating new powerful and one of a kind marketing channels to meet client's expectations. Even the largest companies must reach beyond the traditional mediums, like television, newspaper or radio, and implement some of the newer mediums, like Internet Marketing. Likewise, we know that even the smallest company must implement some of the more traditional mediums, like direct mail and face to face field marketing alongside other mediums.

#### A. WEB PAGE MARKETING



#### BE AVAILABLE TO OVER 20 MILLION POTENTIAL CUSTOMERS 24/7!

Your online store that accepts any major credit cards securely and maintenance free.

#### **B. ANIMATED BANNER ADVERTISEMENT**



Most businesses nowadays turn their eyes on the internet as a means of advertising their products and services. Radio, TV and Print Ads are now being set aside to make way for this new kind of broadcasting medium. For most modern people, the World Wide Web is a giant market place.

#### **C. BUSINESS EMAIL MARKETING**



Business Email Marketing shows you how to use email to your advantage and stay intouch with your customer base. Best of all, it offers all the tools you need to comply 100% with anti-spam laws.

#### D. SMS / MOBILE MARKETING



Mobile Marketing is now one of the best solutions to help your business connect and find your consumers. Mobile Marketing through a native text messaging campaign tool, tracking of campaigns on a per-message basis, multi-channel message creation and scheduling, targeted campaign creation and management and a multi-channel opt-in system, among other things.

#### **E. VIRTUAL MARKETING OFFICE**



Virtual Offices provide an Instant, Flexible and Cost Effective solution to companies needing a professional image, without the headache of handling people, trainings, marketing operations, pre-call planning, research & management, communication audits and marketing materials management.

#### F. AFFORDABLE INTERNET MARKETING



Choose whatever your website is lacking and what fits your budget and you're on your way of giving your company a good favour of EXPOSURE.

#### **G. MARKETING CONSULTANCY**



#### → Malixi AudioCast

Online Radio Advertisement of your products and services equipped with internet knowledge power and tons of business news

#### **⇒** Business Email Marketing Membership

LET A MILLION POTENTIAL CUSTOMERS BE INFORMED OF YOUR PROMOTIONS, EVENTS, ACTIVITIES, ANNOUNCEMENTS and INVITATIONS 24 / 7 FOR FREE BY JUST BEING OUR RECIPIENT MEMBER

#### ⇒ FREE Directory

Malixi Marketing Free Directory Registration Adding more mileage to your business! By Getting it listed in our Malixi Marketing Directory

#### MALIXI Franchising

We will be the One Getting Franchisees for You!



## Web Page Subscription

## Be Available to Over 20 Million Potential Gustomers 24/7/1

Imagine a high end exposure that will come to your company by availing Malixi Marketing Advertising Package. Grab this wonderful opportunity to market your company in a cheapest price possible with all the convenience in one package!

HERE'S WHAT YOU GET	BASIC	PREMIUM
An Online Window Display		
Webpage Monthly Maintenance Update	X	<b>✓</b>
A Spot on Top of the List	X	<b>✓</b>
Home Page Company Logo Display Your Billboard on the Internet	1	•
Free Animated Banner Advertisement	X	<b>✓</b>
An Online Store Sell Online through Maliximarketing.com	1	✓
And display up to 8 products	1	<b>✓</b>
8 to 16 products	X	<b>✓</b>
SEO - Link Building Popularity		<b>✓</b>
Free Directory Registration		<b>✓</b>
Free Text Advertisement	1	

#### Featured Package available in two subscription type:





Sign Up now and let maliximar keting bring Customer straight to you!

## **Web Page Templates**



**Teal Template** 



**Silver Template** 



Pink Green Template



**Blue Template** 



**Red Template** 

## Affordable Internet Marketing Repulsity Web United Willing

-Choose whatever your website is lacking and what fits your budget and you're on your way of giving your company a good favour of EXPOSURE.



## 1. Social Networking Sites

- Advertising through Social Marketing is a MUST!
- Social Advertising is one way of building Your Business
- Use the Power of "Social Conversation" on Twitter® & Facebook®
- Looking for Facebook FANS for your Business? No worries!
- We can give you LOTS of Facebook FANS!



## 2. Blogging Marketing & Promotion

- We Build & Maintain Different Blogs for You depending on your plan
- Blog Submission to All the Top Blog Directories & Search Engines and also After Each Blog Post applies for monthly plan
- Your Important Keywords will be prioritize on each content postings and will be updated in every new post
- Web Site Exposure and Steady Stream of keyword links in targeting Website Traffic pointed to your website
- Good source of Links for Your Web Site



## 3. Site Indexing & Web Directory Submissions

- Organic / Manual Submission Method Guarantees Inclusion
- Permanent Links Directing to Your Web Site
- Recommended Number #1 Google Practice for Search Engine Optimization
- Expands the overall WORTH of your web site
- Manually Linked and Submitted into Thousands of Web Directories
- High Quality & Search Engine Friendly Directories
- Per Business Category Selection
- improved and different Text per Directory
- Continuing Submission Procedure
  Guarantees Accepted Link Progress



# 4. Article Marketing Services

- Unique & Innovative Articles Written about Your Business Industry
- Every Articles are Skilfully Written & keywords use are Search Engine Optimized
- Well Recognized Authoritative Article Directory Article Placement
- Results in Hundreds / Thousands of Permanent Links Pointing Direct to Your Website
- One of the Best Ways in Boosting Search Engine Rankings



# **5.** Web Analytics with Title & Meta Tag Set-up

- FTP Management on set-up process
- Google Analytics Set-up and training on how to access, check and print reports
- Build Title and Meta tags for your Web site's pages
- Review your Web Site's compatibility with the keywords you select



## 6.

## Pay-Per-Click Advertising Programs

- Boost your Profits by enrolling in the Internet's top pay-per-click search engine advertising Programs
- Charges on this service is based on the advertising provider per programs you may choose.
- Creation and Management of Top 10 PPC Search Engines Links

## **Business Email Marketing**

Imagine a high end exposure that will come to your company by availing Malixi Marketing Business Email Marketing Package. Grab this wonderful opportunity to market your company in a cheapest price possible with all the convenience in one package!

#### **BUSINESS EMAIL MARKETING PACKAGE**

Economy Plan	500 emails / month	P 2,500.00
Deluxe Plan	1000 emails / month	P 5,000.00
Premium Plan	1500 emails / month	P 7,500.00

#### **FEATURES:**

#### Business Email Marketing includes everything you see here:

- MTML & Text Emails Maker
- Web Page Import
- MTML Import
- Advanced Editor
- Detailed Customization
- Scheduling and Auto Sending
- Recipient Filtering
- Campaign Previews for Approval
- Test Messages to Your Own Emails
- Email Database

- Spell Checker
- Links to Your Website
- Unsubscribe Handling
- Opt-in Confirmation
- Anti-Spam Protection
- Custom E-mail Messages
- SPAM FREE
- Link to the following: Facebook, Like us Fan page, MySpace, Twitter, Chatbox, and other popular networking sites.

























#### **OVERVIEW**

Business Email Marketing shows you how to use email to your advantage and stay in-touch with your customer base. Best of all, it offers all the tools you need to comply 100% with anti-spam laws. Comply with anti-spam laws. In addition, an opt-out link is located at the bottom of every campaign mailing, allowing subscribers to opt-out of future mailings.

- ✓ Track the results by seeing your responses directly to your existing email.
- Email Marketing reports tell you how many emails sent per frequency, pending, number of recipient responses.
- ✓ Monthly Business Email Analysis Report
- ✓ Bigger Packages is also available depending on your needs.

## Frequently Asked Questions

- What is Email Marketing?
- Email Marketing is the process of sending emails to several recipients for marketing purposes such as promotions, invitations, or other important updates. It is the most efficient way of communication between a company and a customer. Just look at your email inbox... Chances are, you already received an email similar to that purpose.
- What is Business Email Marketing?
- Malixi Marketing created a way to make things easier and more affordable for you. Business Email Marketing, one of Malixi Marketing Services, that is aimed towards total convenience without ever endangering your budget. Thus, reaping the rewards of a successful Email Marketing Strategy is at your fingertips.
- How Convenient is Business Email Marketing?
- // It is so convenient, that you don't have to worry a thing! Just fill-up the form located at the Business Email Marketing Registration Form and we will do the rest.
- Does Business Email Marketing Have a Variety of Plans for Me to Choose?
- Yes it is! Business Email Marketing has 3 packages under its sleeve. The Economy Plan, The Deluxe Plan and The Premium Plan.
- How will I Choose Which Plan is Right for Me?
- The plan you choose will largely depend on your business needs and your budget. The plans are designed in such a way that you get the most of out your budget. It is that easy!
- What is the Difference Between Business Email Marketing and Other Email Marketing Solutions out there?
- Most Email Marketing Solutions available on the Internet requires the subscriber to create their own Email Templates. An adventurous business person will love this at first. But, let's face it! No busy, serious minded professional will even have the time to choose the right font style suitable for his/her own template. Malixi Marketing says "No More!" to wasting up your time studying, clicking and trying to figure out the design for your email template. Leave the "designing part" to us, then we will show it to you for approval and We Can Start the Ball Rolling!
- What do I Get as a Business Email Marketing Client?
- Here is a list of some of the benefits that you will get using Our Service:
  - 1. Campaign Previews for Approval

After receiving your content and choosing your template category, we will be sending your email template preview through your email address for your approval. After approving the design, then that is the only time that we will be scheduling the sending of your email template to the designated recipient of your chosen category.

2. Link to Your Website

You can have the link of your Website Posted inside your email template. Only one link per email template to avoid violating the CAN-SPAM Act of 2003. Just tell us where to put it and we will patch it there.

3. Opt-in Confirmation

This Opt-in Confirmation function is a by-product of the CAN-SPAM Act of 2003. This act states that every marketing email sent must have an "Unsubscribe Button" which means that a recipient always has a choice if he/she doesn't want to receive anymore emails coming from a specific sender. Thus deleting the risk of you being called as a "Spammer".

## **Virtual Marketing Office**

#### Your Business Marketing Consultant is not a cost. It's an investment

Virtual Offices provide an Instant, Flexible and Cost Effective solution to companies needing a professional image, without the headache of handling people, trainings, marketing operations, pre-call planning, research & management, communication audits and marketing materials management.



We pride ourselves on efficiency, flexibility and value for money. Virtual marketing assistant business support services can make a difference to your business and your quality of life. Our excellent reputation for providing the very highest standards in customer services has always been supported by our dynamic marketing administration group and we can now extend this service to you.

### **Service Coverage**

#### **Pre-Call Planning**

- ➤ Assistants who will answer calls
- ➤ Make appointments
- > Book travel arrangements
- ➤ Manage existing clients needs

#### **Research & Management**

- ➤ Attending Events / Exhibits
- ➤ Competitors Study
- > Create leads for marketing
- ➤ Customer Support
- ➤ Invoicing / Project Estimation
- ➤ Collection of payment,
- ➤ Materials & Contracts

#### **Communication Audits**

A review of all materials that are sent out of your organization, from marketing materials to customer correspondence from the date started up to present

#### Marketing Materials Management

- Organize gifts for that special occasion
- ➤ Type letters
- ➤ Sending & Answering Emails >proposals > announcements
- ➤ Monthly Accomplishment Report
- Event / Exhibit Management

### **Service Includes**

#### **Business Email Markeing**

- > Make appointments
- > Free Email Databank
- ➤ Pre Email approval of Content
- ➤ 1000 emails per month x 12 months
- > Client Existing Databank
- ➤ Per business Category design template

#### **Marketing Webpage**

- ➤ Free Email Template designing
- ➤ Benefits of:
  - Design
  - SEO Site Popularity
  - Free Content Updates
  - Up to 20 Image Content

#### Animated Banner Advertisement

Free design concept, link to your website

#### Malixi AudioCast Online Broadcasting

- ➤ Create Radio Advertisement
- Every 3 months recording of new ads

Materials Provided by Clients: Mobile Phone w/ SIM for own client, Phone Landline Unit, Email Add, Product / Service Prices

## Animated Banner Advertisement

Most businesses nowadays turn their eyes on the internet as a means of advertising their products and services. Radio, TV and Print Ads are now being set aside to make way for this new kind of broadcasting medium. This form of "Information Revolution" does not only help big companies gain their glory but also provided many aspiring individuals as a way of earning some cash. For most modern people, the World Wide Web is a giant market place. If a company wanted to expand their marketing assets online, they should have a decent looking Company Advertisement. The possibilities are endless. And the unlimited number of audience creates an enticing atmosphere to both entrepreneurs and businessmen alike.

Having your own Logo as your Banner in Malixi Marketing with your Promo Ads serves as link to your existing website or blogs.

#### Package A:

P

#### **Banners Advertisement**

- 640 x 157 Animated horizontal banner
- Flash Image Scroller
- Any color
- Customize design
- PHP 1,000.00 per month

#### **Choose your Advertisement Period:**

Ouarterly

Semi - Annual

Yearly

## **Package B:**

#### **Promo Banner / Text Advertisement**

- 225 x 260 vertical design
- Flash Image Scroller
- Any color
- Customize design
- PHP 500.00 per month

#### **Materials** needed for Advertisement:

- Company logo (.jpeg, .GIF)
- Content Text-together with its link (.doc, .docx, html)
- Image Content ((.jpeg,.GIF)

Link to the following: Facebook, Like us Fan page, MySpace, Twitter, Chatbox, and other popular networking sites.



























### Malixi AudioCast



**Podcast** is one of the emerging technologies in the Internet today. It is the modern rendition of the old trusty radio and TV broadcasting. Though it is still in its infancy, many have become addicted to it, making it the next "Big Thing" to Online Video Streaming. Malixi Marketing recognized its potential in gathering people that is why we are creating a service that will also complement not only the sellers, but also the buyers in the marketing industry. Thus giving birth to Malixi AudioCast, an Audio Broadcasting service meant to cater people of different backgrounds. Malixi AudioCast delivers online broadcasting with a twist. Giving out news and information that will not only entertain but also fill-up your intellectual cravings.

- ✓ 10-15 minutes each Audio Program episodes that tackles technology news and internet business.
- ✓ Derived from another form of internet service they call podcast.
- ✓ Distributed once or twice a week (depending on the demand).
- ✓ Aimed to create awareness on the email recipients and provides an alternative way of connecting with them
- ✓ It is the most effective form of Advertisement next to video
- Dealing on the fact that most of the emails gathered are from individuals that do not have a business on their own and have only a limited interest on words and pictures
- ✓ It is a perfect add-on to retain the interest of Email Recipient as Additional Benefits for them as a Recipient Member

### **Proposed Program Slots for Malixi Audio Cast**



#### **Internet News**

Tackles on up to date news on the web.



#### **Technology News**

Focuses on the latest technology trends. Application updates etc.



#### **Software of the Day**

Tackles on the already popular software used today. Explaining them further in dept.



#### **Audio Advertiser**

Tackles Audio advertisement of any type of business





## **Business Marketing Consultancy**

## Your Business Marketing Consultancy is not a cost. It's an investment



#### ✓ Marketing Channels

Creating a channel of business through all means in meeting your prospect buyers and subscribers on Banks, Malls, Hotels and more



#### ✓ Marketing Distribution

Distribution of your marketing collaterals in designated areas and locations. Promotional Gift Items and Gift Certificates and leaflets field distribution or any kind of Information dissemination on field, event exhibits & magazine logo placement.



#### Marketing Collaterals

Designing and creating perfectly fit collaterals which includes leaflets, flyers, Gift certificates, brochures, copywriting, magazine and newspaper ads, articles, events and more.



#### ✓ Marketing Conceptualization

Conceptualizing the whole marketing strategy creating a superb marketing scenario in catching buyers and subscribers interest in a considerable precise action.

#### **Service Details**

#### **Strategic Planning**

Assistance in determining where you want your organization to go, how you are going to get there, and what resources will it take

A written yearly plan with measurable results

#### Market Research & Surveys

Creation of easy-tounderstand surveys and coordination of distribution and tabulation of results according to your business industry

#### Communication Audits and Creative Analysis

A review of all materials that are sent out of your organization, from marketing materials to customer correspondence from the date started up to present

### **Program Development**

Based on the strategic plan, research and communication analysis, a program is developed that encompasses your goals and budgets. Includes timelines and responsibilities of each departments

**Program management**: Program maintenance and elements will be a different contract but normally cheaper as it will be a permanent consultation of your company in implementation of the above services after documentation.

Marketing is an integrated communications-based process through which individuals and communities are informed or persuaded that existing and newly-identified needs and wants may be satisfied by the products and services of others. Marketing is used to create the customer, to keep the customer and to satisfy the customer. With the customer as the focus of its activities, it can be concluded that Marketing is one of the premier components of Business Management.

## **Basic Marketing Package**

(Price is subject to increase without prior notice)

#### 1) Malixi AudioCast - Online Radio Advertising (Php 1,000 value)

- 15 to 30 seconds radio advertisement with free recording
- Script provided by the client

#### 2) Business Email Marketing (Php 3, 500 value)

- Per business category total of 300 emails per month
- Response received directly to your email
- Customize Email Template design together with your company logo and concept
- Reports per month Email frequency response and email blast analysis
- Link to the following: Facebook, Like us Fan page, MySpace, Twitter, Chatbox, and other popular networking site

























#### 3) Online Animated Banner Advertisement & Text Banner Advertisement

- 640 X 157 Horizontal Banner Advertisement (Php 1,000 value)
- 225 X 260 Vertical Text Advertisement (Php 500 value)

#### 4) Marketing Webpage at

www.maliximarketing.com (Php 1, 500 value)

#### 5) Online Directory listings

Be listed in our Malixi Marketing Web Directory and be available 24/7! Free Posting of any company business website/online URL (Uniform Resource Locator). Whether your webpage is new or your site has a high PageRank, we can give additional mileage for your business and enhance your link popularity.

### Subtotal: 17,500 Savings: 7,500 Total: 10,000

#### 6) SMS / Mobile Marketing (Php 6,000 value)

- 500 mobile numbers per weekly time 4 weeks per month
- Total of 2000 per month
- Consist of Smart, Sun Cell and Globe per desired location
- Monthly reports consist of:
  - Denied
  - Good
  - No response

#### 7) Gift Bags Distribution Channels per location (Php 4, 000 value)

- Per location field marketing
- Malixi Marketing Events Gift Bags Distribution
- 100 gift bags
- Freebies, items/products gift certificates inside the gift bags
- Itinerary Reports per distribution

#### 8) Text Advertisement

Announce your Business to the world by getting your name exposed to a Wider Audience 24/7. Use the power of the Internet to Reach Your Sales Goals Faster. Get Known, Get Better, and Get Your Company a Step Above the Rest. List your Business in our Malixi Marketing Free Text Advertisement, and this time you can let your costumers find you not the other way around.



## SMS / Mobile Marketing

#### **Effective Mobile Marketing at a price you can afford!**

- → Over 90% of text messages are read by recipient
- Personal, instant link between you and the consumer
- Connect with consumer at the right place, at the right time
- Easy Setup two-way SMS mobile marketing campaigns in minutes!
- Free Globe, Smart & Sun cellular mobile databank
- → Affordable



- ✓ Mobile Marketing is now one of the best solutions to help your business connect and find your consumers. Mobile marketing through a native text messaging campaign tool, tracking of campaigns on a per-message basis, multi-channel message creation and scheduling, targeted campaign creation and management and a multi-channel opt-in system, among other things.
- Are prospects interacting with your brand? Mobile Marketing puts your "brand in hand." Increase ROI and sales by integrating a creative SMS marketing campaign
- Does your company have a mobile marketing solution? SMS ads and Text Message Marketing is not just a buzz, it is the buzz inside millions of pockets and purses.
- ✓ Consumers are mobilized. Is your company wireless?
- Find your SMS marketing solution
- Resist the status quo and liberate yourself from traditional advertising by implementing our customizable campaigns that will get your brand noticed.
- ✓ Brand Narrative campaigns
- Brand-sponsored text games
  - ➡ Trivia
  - **→** Challenges
  - ➡ Role-playing
- Customer loyalty programs
- Integrated mobile marketing
- ✓ Non-profit "text to give" campaigns
- Extend your in-house team by hiring our experts in effective SMS marketing.
- Text message marketing works because it's fun, fast, and effective. The ability to reach your audience instantly anytime, anywhere with a 95% read-rate

#### **SMS / Mobile Marketing Packages**

- 1) Mobile Marketing: Malixi Marketing Databank of mobile numbers per:
  - Sun Cellular, Smart Talk & Text, Globe TM = For Philippines
- 2) Mobile Message Creation
  - a. Can be changed per week
  - **b.** Limited to 160 characters
- 3) Mobile Marketing Reports will be provided per week /month.
- 4) SMS / Mobile Marketing for Masked Numbers
  - Your Company Name (recipients will see your company name instead of a number) Ex. Malixi Marketing
  - Available on all countries
  - Reports, Accepted, Delivered, Rejected
  - Available List of Prices and Telco Providers for all countries worldwide
  - → Package may be destributed to any country of choice and number of SMS may vary according to your alloted budget for a month

### **Packages as Follows:**

## (Per text of 160 characters- counted as 1 text message sent) (For Philippine Rates Only)

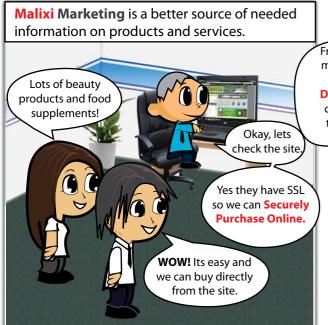
a) 500 mobile blast per week X 4 weeks = 2,000 text/month = P 6,000.00 b) 1,000 mobile blast per week X 4 weeks = 4,000 text/month = P 12,000.00 c) 2,000 mobile blast per week X 4 weeks = 8,000 text/month = P 24,000.00 d) 3,000 mobile blast per week X 4 weeks = 12,000 text/month = P 36,000.00 e) 4,000 mobile blast per week X 4 weeks = 16,000 text/month = P 48,000.00

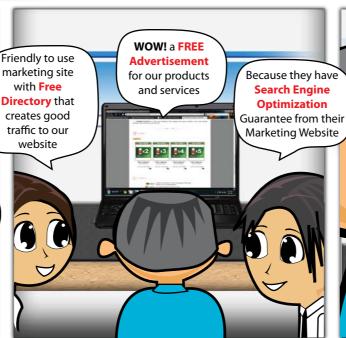
Minimum of 6 months contract
Get 10% off on 12 months contract

(You May Ask Rates for Outside the Philippine Territory)

(Only Masked Number Rates are Available for Countries Outside the Philippine Territory)

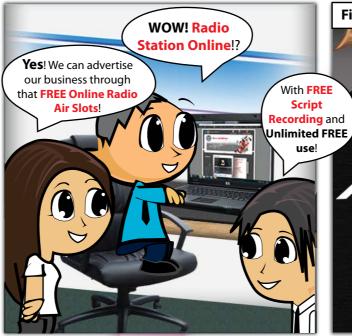
## **Other Marketing Services**













## Advertise Your Business Professionally







## **Contact Information**

#### **MARKETING SUPPORT GROUP**

**Phil. Tel.** : (+632) 268-1910

**Email** : sales@maliximarketing.com

**Phil. Mobile** : (+63922) 881-0160

#### **TECHNICAL SUPPORT GROUP**

**Contact No.** : (+632) 268-1910 **Fax No.** : (+632) 792-2816

**Email** : support@maliximarketing.com

#### **PHILIPPINES**

#55 Guerilla St., Brgy. Sto. Nino, Marikina City 1800, Philippines