

# Hellas Marketing

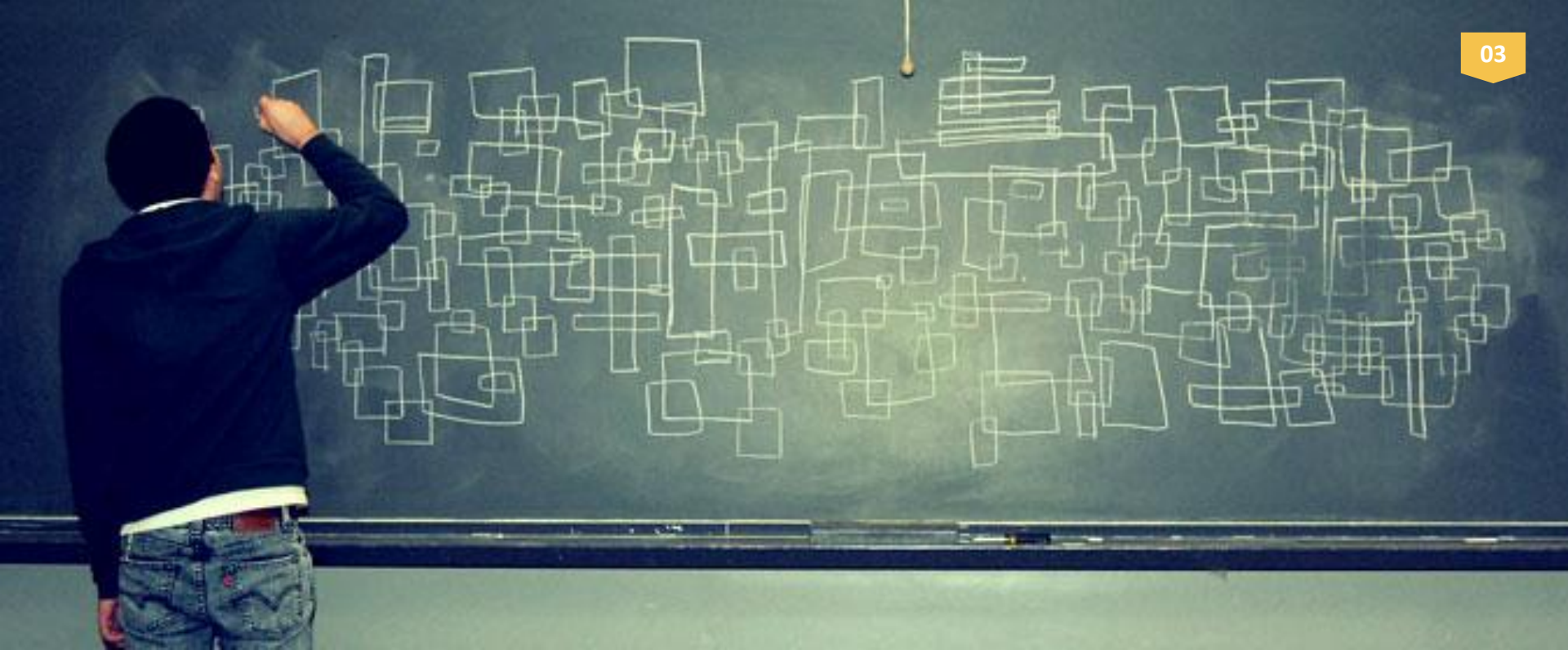
Business Solutions for all enterprises



A person wearing a bright yellow jacket and a backpack stands on the peak of a rugged mountain. The person is looking out over a vast landscape of rolling hills and valleys under a sky filled with large, white clouds. The scene is captured in a high-contrast, almost black and white style, with the person's jacket providing a strong point of color.

## \* our vision

*To help Companies, to grow through custom services we provide, by importing at the same time **innovations**, who will feature every company's abilities in today's extremely competitive environment.*



## Hellas Marketing

Who we are... Let's know each other!

Hellas Marketing, is one of the most innovative companies in Greece, trying to consolidate all services which a business needs today, providing **Premium Business Solutions** for all Enterprises.

Small-Medium Companies today, are forced to collaborate with numerous of different other companies, each one is going to serve one or more specific parts of this company (Website, Marketing, UI/UX Design etc). This fact, causes in most cases a lack of collaboration between all those different (external) companies in order to serve a specific company, resulting a huge harm for the company.

**Hellas Marketing**, aims to fill this gap between Businesses and their Growth Rates with **Strategic Cooperations**.

Hellas Marketing is committed to provide integrated services to a vary of SM Businesses, ensuring the Quality of those services through the professionals working for this purpose.



## \* 4 Reasons to TRUST us



### Partners

Hellas Marketing, has achieved Strategic Collaborations, with Top Experts of any field of activities, so to provide the BEST Solutions to their Clients.

### Experience

All teams which has assumed a project, has enriched Experience and Technical Know-How. Our teams are able to respond successfully in difficult challenges.

### Innovation

Innovation, consists a Fundamental element of Hellas Marketing. Our Experts Suggest and Implement Innovative ideas, satisfying our Client's expectations.

### Quality

Quality is what makes the sense and different. For this reason, we ENSURE Quality in all services and projects we take on. We also use Quality 3<sup>rd</sup> Party Services when needed.

# Our Services

Most of the Services which provide the Team of Hellas Marketing



## Websites

Innovative Website Integration  
Special Types of Websites  
Corporate Websites



## Advertising

Effective Advertising  
Customer Acquisition  
Retargeting Marketing



## E-Commerce

E-shop Integration  
Digital Shopping Cart  
E-commerce Solutions



## Mobile Solutions

Mobile Friendly Sites  
Innovative Mobile Apps  
Services for Mobile Users



## Marketing Consulting

Brand Building-Management  
Marketing Plan Developing  
Communication Strategy



## Business Management

Strategic-Business Plan  
Organizing of Developmental Projects  
Planning of Policy Growth



# Website Integration



## Unique Design

Each company is Unique. So, we develop Websites with Unique Design, which fulfill exactly for each one company. There are not ready to use patterns for us.



## Types - Modes Of Websites

Depending the needs and requirements of our clients, we integrate Websites which correspond best with their aims. Full Dynamic Sites, Eshop, Mobile Friendly, for specific categories like Hotels, Photographers etc.



## 24/7 Support

We provide Guarantee of continuous operation (24/7) for all of our Websites. Also, we remain close to each company in consulting way, even after completing our integration.

# \* Website Types



## Static Website

The development of a Static Website constitutes the economical solution for businesses, individuals or freelance professionals who want a stylish corporate profile with services or products, which does not require frequent update of content.



## Dynamic Website

A Dynamic Website, unlike a static, gives full control to Website owners. One of the main advantages of Dynamic Websites is that provides to user the ability to update the content without being specially expertized and in any frequency he wants, without being dependent on thirds.



## E-Shop (E-Commerce)

An Online Store (eShop) makes your products & Services available 24 hours a day, 365 days, to your potential customers and is the modern "showcase" of your business.

Hellas Marketing has also developed ERP Systems for full Interaction between Physical Stores and Online Stores, so that a Physical Store to work in perfect harmony with the eShop.

# \* Website Types



## Mobile Friendly Site

A mobile friendly site, is an **innovation** in which move recently more and more companies, resulting to acquire new customers who use their mobile phones for internet browsing, over their competitors who haven't properly designed sites for mobile users.



## Landing Page

Landing Pages, can be created regardless of an existence Website, and find particular resonance to companies that perform Advertising Campaigns, in order to lead any interested to specific pages from an advertisement, instead of directing to general pages, increasing the success and sales.



## Special Categories

In Special Category Websites or Special Purpose's Websites, we have Websites with Special Features.

Indicatively Hellas Marketing Integrates:  
 Hotel's Websites  
 Websites for Photographers  
 Websites for Resume  
 online Community (Forum).



Ask from us, to help you choose the proper Website for you





Find more Statistics in our Website.

Hellas Marketing ► Useful ► Statistics



**61%**



Of companies,  
have a Website .

**2,6%**



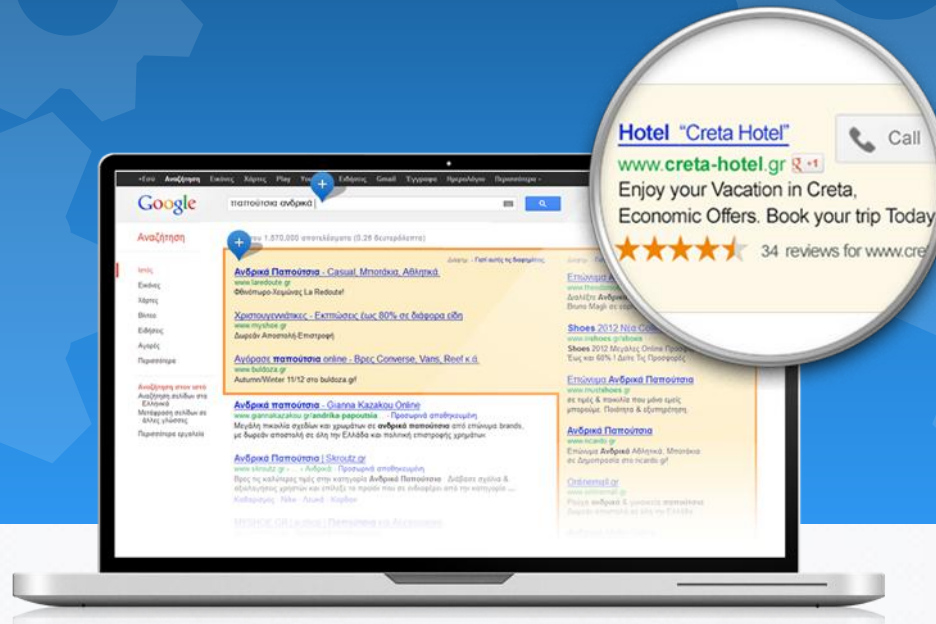
ONLY of them, Return  
Profit to the Company (ROI).

**74%**

**The amount of Digital  
Purchases from e-Shops**

**20**

**Average Annual Electronic  
Purchases per person  
(value of 1.600 €)**



# Advertising



**Acquire New Customers**



**Decrease your Advertising Cost**



**Take Advantage over Competition**



# New Customers in 3 Steps... So easy!

11

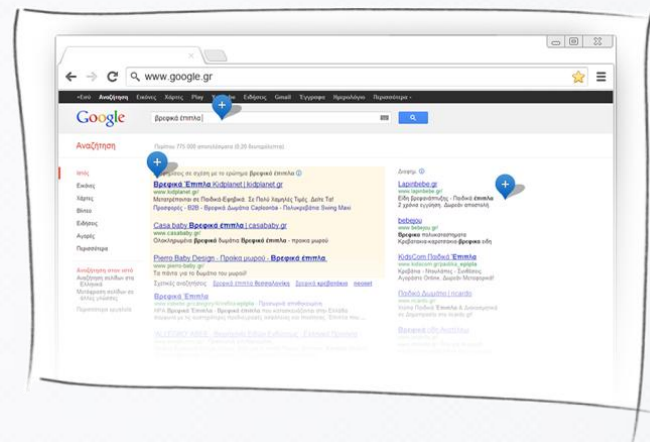


## 1. Search

Your Customers, search for your Services/Products.

## 2. Results

Your Customers, are seeing your Advertising.



## 3. New Customers

You have NEW Customers, who lands in your Website.

# \* Why Google Advertising Impact your Business



Searches

## Huge amount of Visits to Google Search

Google is the most traffic Search Engine in the world with over 5 Billion Searches in daily base. Every of your potential customers, as well your Competitors are already there. Your business, is in Google Results?



Targeting

## Targeted Approach

Your Google Advertising, is been shown ONLY to them who search for your products or services. We can also target your Ads to specific Languages, Countries or Cities, even more in specific Dates and Times.



Budget

## Controlled Advertising Budget

From the first moment, you control your Budget, by choosing a monthly Advertising Budget. So you know each moment exactly how much does your Advertisement Costs.



Value

## Measurable Value

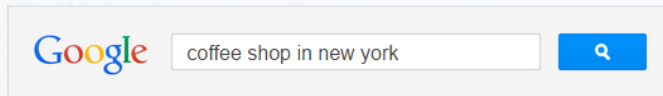
You pay for your Advertisement, ONLY for those cases you have result. That means, you pay ONLY when Potential Customers choose to visit YOU and not every time your Ads are shown.



# \* How Google Advertising works

## Your Ads are been shown in Google

When your potential customers search in Google, your Ads are shown in the page of search results. After that, you can promote your business effectively in an audience who already search for your products and services.



## You attract Customers

It's so easy! In order to start Attracting NEW Customers through Google, the only you need is to have an active website, which describe your products and services. We will help you for the rest is needed, and after a while new potential customers will be able to click your ads, to purchase your products or to get informed for your business and services.



## Planning together your Google Advertising

Trust our deep experience, from a variety of Companies which we have assume, for your Google Advertising Planning. Each Ad Campaign has their unique characteristics and we can build on discussing with you, in order to have full coverage.

# Certified Google Partners

Google Partners are Internet Marketing companies,  
which Google trust and collaborate.

As Google Partners, we will help your company to find new customers  
and empower the relationship with existing customers.

Also, we will provide you with the proper tools  
And information, which will help you to grow your business.





**88 %**  
increase of Ads Clicks

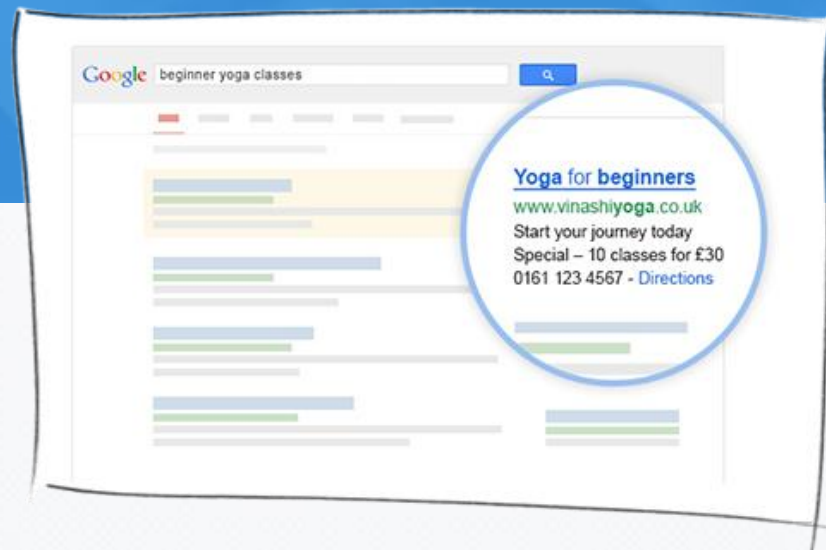
**200 %**  
increase of ROI

**73 %**  
of buyers, research online for a product before purchase

**94 %**  
search for Local Businesses,

**69 %**  
visit a local business found online

**90 %**  
performs an action (visit, call etc.), after search for a business



**Google**  
Place your Business, where everyone Search!



# eCommerce



**Increase Sales**  
With an integrated

**Digital Store (eShop)**

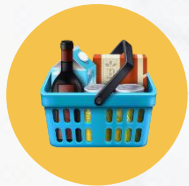


**7/10 Customers**  
★★★★☆

**Purchase Online**



# \* eCommerce – eShop (Solutions for Merchants)



- ◆ Usability(User Friendly Design)
- ◆ Easy browsing and finding products
- ◆ Shopping cart & Quick Checkout
- ◆ Mobile Ready
- ◆ Easy eShop Management
- ◆ Marketing Tools
- ◆ Transactions and Products Safety
- ◆ Search Engine Friendly (SEF )
- ◆ Integration with ERP Systems







**Provide new opportunities to your business and acquire new Customers!**

# \* Advantages of an Digital Store (eShop)

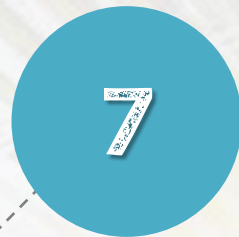
Impressive is the shift of the Greeks in their attitude towards online shopping. According to the Greek Association of Electronic Commerce (GRECA) the sales cycle from purchases made electronically approximates the amount of **5.4 billion euros for the financial year 2014**.



## Advantages

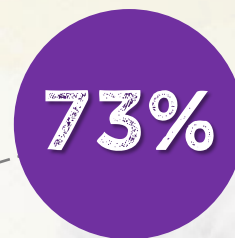
-  Reduce of operating costs.
-  Rapid Increase of Sales
-  Expansion of Customer Base
-  Reduced Cost & Effective Marketing
-  Integration with Physical Stores (ERP)
-  Better stock management & facility planning

In an era which moving to digital rhythms should businesses realize that now have a **new distribution channel** of products and services at their disposal. This change seem difficult at first, but brings **significant advantages** over conventional distribution channels.



**out of 10 users**

Purchase Online

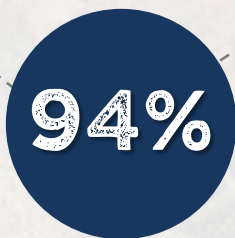


of buyers  
**research online**  
for a product, before  
buy it

from them



**visited**  
this business



**has searched**  
Local Businesses





# Mobile Solutions

## Living in the Mobile era

Nowadays with the massive spread of mobile devices (**smartphones - tablets**), more and more companies are turning to solutions for those users' devices.

Hellas Marketing helps Companies to address to **100 %** of their customers, through **Mobile Friendly Sites** and Applications for **Android** and **iOS** devices.



Mobile Friendly Site



ANDROID APP ON  
Google play



Available on the  
App Store



# ✱ Take Advantage of Smartphones Capabilities



## CAMERA

The camera of a smartphone can be used by an application in many ways. Take photos and upload them automatically to your website through an application. Use the BAR-CODE and QR-CODE Scanner and provide the ability to return information, discounts and offers to those who use it.



## GPS TRACKER

Use the possibilities offered by smartphones for geolocation tracking in applications, that make use of the geographical position of a mobile so to provide with maps, directions, and real-time information about the place is located to users .



## SOCIAL INTEGRATION

The smartphones users are doing, based on surveys, widespread use of social networks (like facebook, twitter etc). Applications which are integrated with social media networks can raise sharply the popularity of your business.



## MOBILITY / PORTABILITY

Some information are necessary to users immediately in specific time which can not have access to a Desktop, Laptop or Internet. A mobile app can provide the user with the information or services they need at the right time.



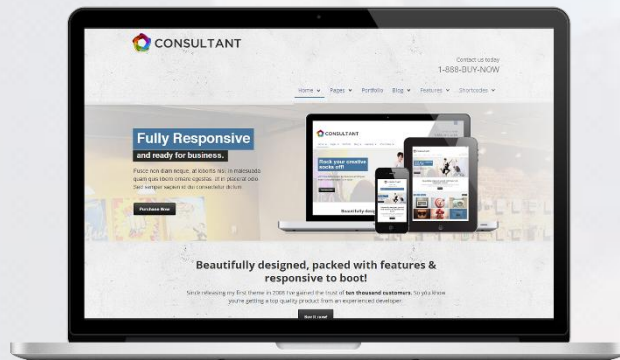
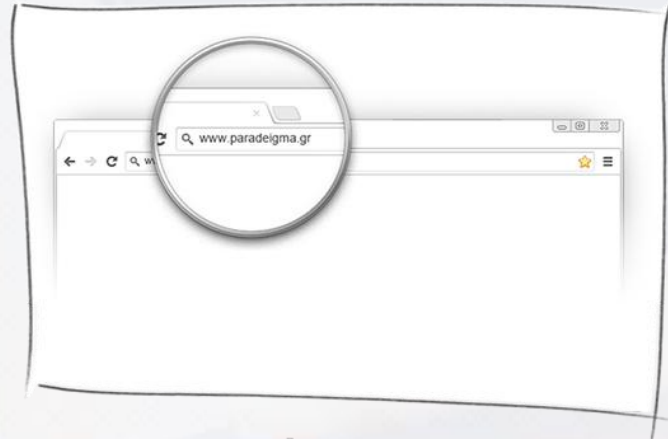
## CONTACTS

A mobile application can make use of a user's contact list.

# ✦ How a Mobile Friendly Site works

## Website

Those interested are typing your Website.



### Shown in PC (Laptop-Desktop)

Your website appears to Laptop or Desktop.



### Shown in Mobile Devices

Your website appears to Smartphone or Tablet.

# \* Advantages of a Mobile Friendly Site



- ◆ Your visitors, doesn't need to "zoom" in order to see the content of your website.
- ◆ Your website's content, is clearly visible and "menus", can easily be clicked in touchscreens of mobile devices.
- ◆ A Mobile Friendly Site, usually "loads" 10 times faster, than a Desktop version of the same Website.
- ◆ Provide instantly on your visitors the ability to use functions which all mobile phones has, as direct phone calls or sms sending, simply by pressing a button.
- ◆ For Local Businesses, through technology that any mobile phone has (GPS), visitors can see how close your company is located and drive to you.
- ◆ The content of a Mobile Friendly Site, automatically syncs on mobile devices.

**The Benefits of Using a Site suitably designed for mobile phone users, are countless, with main aim to be the comfortable and enjoyable browsing of your website's visitors, via their mobile phone.**

# \* Mobile Friendly Sites – Mobile Applications

## Mobile Friendly Sites

A mobile friendly site, is nothing more than a site, appropriately designed to appear on mobile phones.

A mobile friendly site, is an **innovation** in which more and more companies, resulting to **acquire new customers** who use their mobile phones for internet browsing, over their competitors who haven't properly designed sites for mobile users.

## Mobile Applications

Companies have started to realize the development of **mobile apps**, as the most effective way to promote their products/services.

Whatever a company does online, can be done with **mobile apps** which adds geographic targeting, mobility etc.

The advantages of **mobile applications** are that provide the opportunity of easy accessibility, tasks completion and interactive information almost instantly. Consider of building a mobile application for your business, taking advantage over competition, by interacting with your audience and highlighting your products more integrated.

## Android Applications

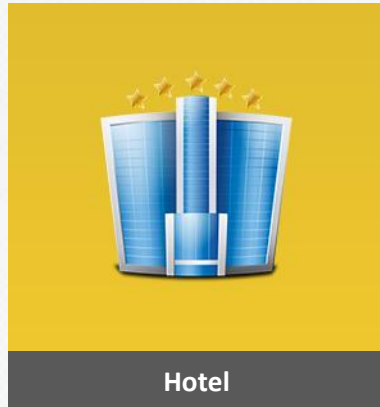
Android is a mobile operating system of Google and this time is the most popular in mobile devices, supporting most of common devices from manufacturers like Samsung, Sony and LG, involving thousands of applications available through Google Play.

## iOS Applications

iOS is the operating system of Apple for the iPhone mobile phones. iOS is made exclusively to fit only to one device, the iPhone. This makes it to have fewer customization margins compared to Android, on the other hand gives great advantage in stability, speed and security.



# \* Mobile Application Examples



## Hotel

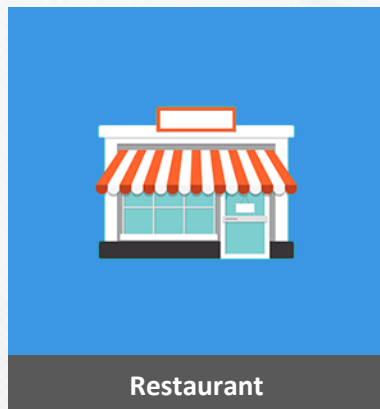
Let's say you are owner of a Hotel or an Accommodation, you could have a mobile app, so your clients to have the ability to:

***Get Drive** to you through the application an mobile's GPS,*

***Book** a room from their mobile depending of Room's availability, in a few minutes,*

***Receive Notifications** to their mobile device even during the time they are in your hotel, providing them useful ideas like "where to go today" suggestions or similar notifications.*

As you realize, it's obvious why today all businesses are driven to integration of innovative mobile applications.



## Restaurant

Now let's say you are a Restaurant owner. You could have a mobile application, ***giving directions*** of your location to your Customers. Also, you could add your ***Food Menu*** and add a ***discount coupon***, for everyone who check-in to your business from their mobile.

***Consider that this is a way economic promotion of your business, as you add value to your customers and this value react to their community, helping you increase customers.***



**5,2**  
billion mobile device users today

**75 %**  
of users are annoyed by sites  
that are not Mobile Friendly

**64 %**  
of total time spending users in their mobile is on Mobile Apps

**50 %**  
of users purchase online from mobile at least, **1** per month

**86 %**  
make use of their mobile, while watching TV, Facebook etc.

**77 %**  
of searches from mobile, are taking place from a room with laptop or desktop

Address to **100%** of your Customers  
Encourage your Mobile Users and gain their trust!



# facebook Wi-Fi



**Wi-Fi with  
Facebook Login**

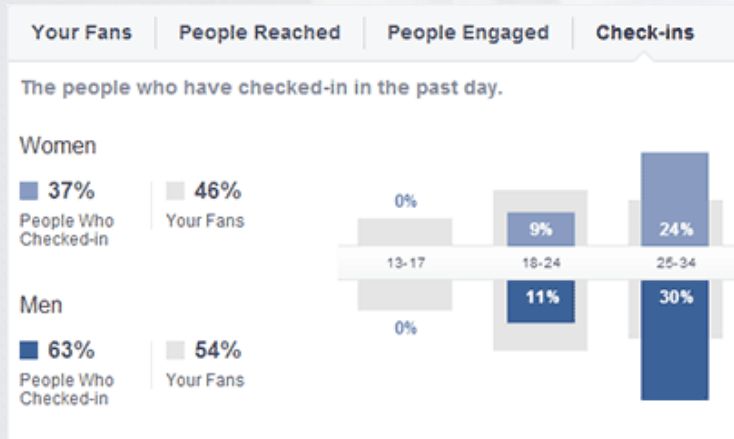


**Build Brand  
Loyalty**

*\* Available from April 15<sup>th</sup> 2015*

# Facebook Wi-Fi

Wi-Fi with Facebook login



Detailed Statistics



Rapid Increase of Activity

## \* Facebook Wi-Fi

### Connect your customers with Facebook Wi-Fi



#### WiFi with Facebook Login

By installing a specific Router from us and Facebook, provide your customers FREE access to WiFi simply by making a check-in on Facebook, using the Facebook Fan Page for your business.



#### Build Brand Loyalty

Take advantage of the FREE access to WiFi you provide already to your customers and increase easily the information traffic about your business, from fans and potential customers on your Facebook page, between your friends on Facebook.

**Use Facebook Wi-Fi and provide to your Customers  
FREE access to internet, by just having check-in to Facebook**



# \* Advantages of Facebook Wi-Fi



**FREE Access to your Wi-Fi for your Clients and Visitors, without use of Passwords**



**Ideal Solution for Hotels, Cafe, Restaurants**



**The friends of your customers, getting known of your Business**



**Full Analysis of Wi-Fi Hotspot & Facebook Page's activity**



**Connection option to Wi-Fi without Facebook account**



**Continuous and Increasing activity of your Facebook page, without to bother you with adding content**



Find More Info on our Website:  
Hellas Marketing ► Facebook Wi-Fi



Everyone who use daily your Wi-Fi,  
can at the same time,  
to talk for you on Facebook



facebook®



# Business Management



Researches



Subsidies



Consultancy

# Business Management Fields



## Strategic and Business Planning

Through a Strategic - Business Plan is formed the overall strategy of the company, identifying the required operational resources and determine the operating modes of each business.



## Feasibility and Viability Studies

The Feasibility and Viability studies' essential purpose is to determine and quantify the costs and benefits of investment programs in order to facilitate decisions to be taken during their life cycle. The results of those studies are a key factor in the final decision to implement the investment efforts.



## Financing - Management of Investment Plans

Investments constitute a means for business development, and the investment environment today is very positive, since there are variety of tools available for their funding. Hellas Marketing and our specialized Partners, can effectively support companies providing comprehensive range of services, information and inclusion of investment projects in development programs, up to the final completion of the investments.



## Individual Services of Business Management

Beyond the targeted actions such as the above, many companies seek independent services that are parts of them. Our Associates and Consultants are able to assume individual Actions and Services.

✓ Development of Action Plans (Marketing, Production, Organization and Recruitment, etc.)

✓ Drafting Techno-Economic studies of Development - Investment Law

✓ Competition Analysis (external environment of the company)

✓ Advanced Study and Market Research

✓ Subsidies on Development Projects

✓ Preparation of Strategic and Operational Plans

✓ Organize and Filing request for inclusion of Projects to NSRF

✓ Search funding sources through operational programs and Community actions







## The Future of Entrepreneurship

\* It concerns **Greece** and period of **2010-2013**

In 2010 incorporated **16** Startups, during 2013 **144** (Increase of **800%**)

In 2010 Investments made was **500.000€**, in 2013 **42.000.000€** (Increase of **8300%**)

**1 out of 4** Enterprises with prospect of Fast Growth

**1 out of 2** Startups with High-End products

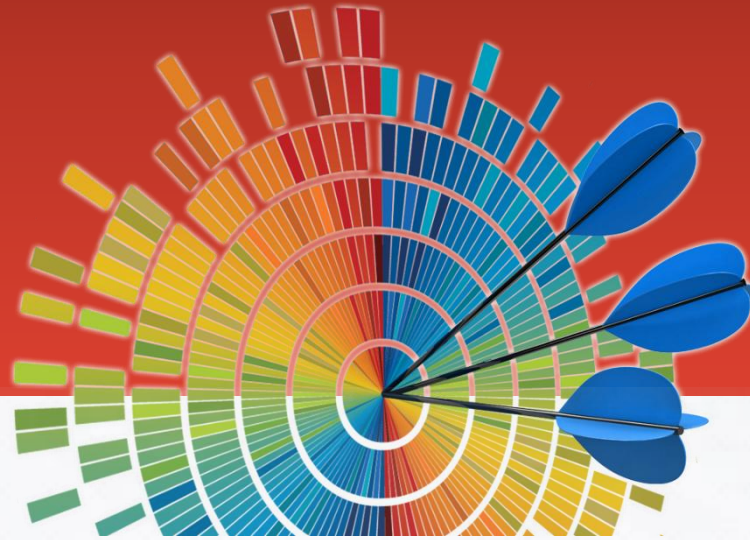
New entry Opportunities in fields of: Tourism, Agricultural, ICT, E-commerce, Energy

## Subsidies for projects we undertake

Within **Premium Business Solutions** that we seek to provide to our clients, we collaborate with **Business Consultants** of Leading Advisory Companies Worldwide. So, we are able to give solutions (depending on current support programs ) in Enterprises who want to **Grow** with the contribution of provided Hellas Marketing services (Website, Advertising, Ecommerce etc) but do not have the required capital.

**Request from our Consultants, to inform you further.**





# Marketing Consulting



**Marketing  
Consultancy**



**Digital Marketing  
Content Marketing**

# ✱ Marketing Consulting Services

✓ Consulting Services of Marketing Operations

✓ Integration of Corporate Trademark (Branding)

✓ Organizing of Sales Processes

✓ Strategic Marketing Plans

✓ Planning and Implementation of Market Research

✓ Brand Valuation of Corporate Trademark



**Marketing Consulting  
Services**

Find More Info on our Website:  
Hellas Marketing ► Marketing Consulting



# \* Digital Marketing - Content Marketing



**Digital Marketing  
Content Marketing**

**Google Advertising Campaigns** ✓

**Social Media Marketing** ✓

**Copywriting** ✓

**Email Marketing** ✓

**Social Media Ad Campaigns (Facebook etc)** ✓



Find More Info on our Website:  
Hellas Marketing ► Marketing Consulting

## The Evolution of Marketing Nowadays

**135 billion euros** has spend during 2014 for Digital Marketing

**82%** of companies for 2014, increased their Digital Marketing budget

**72 hours** of videos are uploading in just 1 minute to YouTube

**73%** of buyers, are having a market research before purchase a product

**91%** of companies are running Email Marketing Campaigns

**1,19 billion** are the total users of facebook. **3,3 million** are the Greek users

**68%** of Greeks are participating in any type of social networking

**81%** of online customers of an eshop, are buying (online/offline) after receiving a Newsletter

**300%** has increased the ROI (Return on Investment) coming from Digital Marketing, during last 3 years



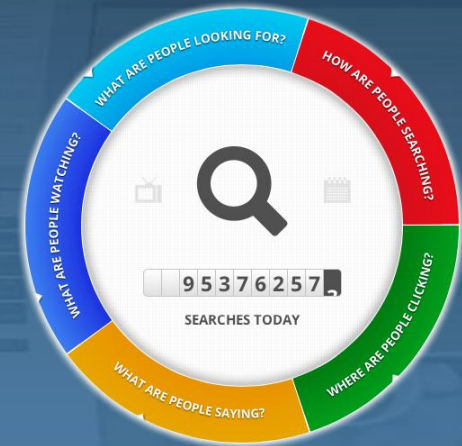


# Tools for Enterprises

We have created the category **Real Time & Tools**, which consists one of the most useful and effective tools for every kind of Business.

**Find out useful Tools in our Website:**

Hellas Marketing ► Useful ► Real Time & Tools



## Frequently Answered Questions



We have collected all **Frequently Questions** and **Answers** from our Clients through those years, for any of our provided Services.

**Find out F.A.Q.s in our Website:**


Hellas Marketing ► Useful ► Frequently Questions


**Request from us** to inform you, in which way we would assist and support your company.



## Contact with us

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