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## \**Electronic marketing*

 **datapro**  
Practical telecoms

*Vox Datapro (Pty) Ltd is a leading Telecommunication Service Provider focused on providing Internet connectivity and converged Internet Protocol (IP) services to business customers. Established in 1998, our practical connectivity solutions are designed around your specific business needs and priorities, helping to support your mission-critical communications.*

*Vox Datapro delivers all connectivity solutions via a world-class infrastructure. Our Service Level Agreements ensure peace-of-mind, while our 24-hour helpdesk fully supports and monitors services to ensure that no matter what size your business, you remain connected around the clock.*

**Be heard**

# Electronic marketing

## Product Information

Vox Datapro offers a range of tools to help you market your business electronically. From ensuring that your website is efficiently maintained and prioritised by search engines, to providing you with the tools to distribute bulk emails, we provide practical solutions not only to handle your everyday requirements, but the largest and most complex of campaigns too.

## Options

### Website solutions

Vox Datapro offers customised solutions to ensure your website is designed, developed and managed efficiently. With easily updateable and manageable content, Vox Datapro's website solutions provide convenience for you and an enhanced web experience for your customers.

- Customised website design and development
- Website maintenance
- Fully integrated business solutions
- Add-ons including: product databases; document management systems; blogs and e-commerce solutions

### Search Engine Optimisation

Ensuring that your website is ranked by search engines is a cost-effective form of marketing that gives you exposure to international markets. Vox Datapro analyses your website and optimises it to ensure it is ranked by search engine keyword searches. By updating website code, choosing targeted keyword phrases and adding relevant title tags, we ensure you get improved exposure and rankings on search engines and increased traffic to your site. Our service includes ongoing monitoring and advice on ways to continually improve your website's performance and rankings on search engines.

- Full analysis of your website
- Recommendations on improving your search engine rankings
- Submission to search engines such as Google, Yahoo, Ananzi
- Monthly reporting
- Linking program and faster indexing

### Email Marketing

Bulk mailing is one of the fastest growing forms of electronic marketing and is an easy and effective way to get your message across to your target audience in the shortest time possible. Vox Datapro offers a premium hassle-free bulk mailing solution designed to distribute mails quickly and professionally.

With emails sent off the Vox Datapro backbone, huge distribution lists can be handled efficiently. You also have access to reporting on reader statistics and bounce-backs at anytime.

- Customised HTML emails
- Capacity for distribution of up to 100 000 emails
- Line tracking
- Reporting on reader statistics and bounce-backs
- Subscribe and unsubscribe facility

### News Manager

News manager is a basic content management system that enables you to upload news and other content to your website from your desktop as well as to create and distribute bulk emails to your clients.

The solution allows you to create unique HTML emails to market your business, with full control over your distribution groups. Mails are sent off the Vox Datapro backbone so you don't have to compromise your bandwidth when getting your message out.

- Customised HTML template
- Ensures current and informative news content on your website at all times
- Link tracking
- News search facility
- Send-to-a-friend option
- Subscribe and unsubscribe facility

## Other Vox Datapro Products and Services

- Diginet Lines
- MPLS VPN
- Uncapped ADSL
- Usage Based ADSL
- ADSL VPN
- Corporate Wireless Access
- 3G/HSDPA
- iBurst
- Hosting
- Website Solutions
- Electronic Marketing
- Hosted Exchange

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