

# Catalog

# Website

# Package

A catalog is a perfect way for manufacturers to support its distribution channel. Or have a way to educate prospects about your products..

Let Cazarin do the heavy lifting and get your business off the ground with your very own catalog website.



**DIGITAL SALES CHANNEL**



**CUSTOM DESIGN**



**ACHIEVABLE RESULTS**



**CUSTOMER SUPPORT**



**DISTRIBUTION CHANNEL SUPPORT**

## SCOPE GOALS

### ELEMENTS

- Marketing Plan and Competitive Analysis
- Professional Design
- Up to 30 pages of Optimized Content
- Blog (Create up to 1 blog of information provided),
- Persuasion Architecture for maximum results

### FUNCTIONS

- A CMS (Content Management System) to manage the content
- Integration with Social media channels (Facebook, Twitter, LinkedIn)
- SSL Secured Certificate Installed
- Submissions with Google and Bing
- Google Analytics and Goal Tracking
- Plugins: Yoast, Manage WP, Gravity Forms, Route Theme - WordPress, WP Bakery Visual Composer

### DATABASE

- Filter
- Search
- Up to 1500 products listed in the catalog
- Catalog Database installed
- Import of products into the database

### MARKETING TOOLS

- Ability to select products and recommend via email or social media
- Reports of the catalog use
- Recommendations for additional related products (If Gold Package selected)

### SUPPORT

- All passwords documented in one secured document
- Dashboard Access for Project Management
- Dashboard Access for Performance
- Training for the CMS to edit text, products, specifications, additions, deletions, and adding pages
- Up to 30 days of Q & A

### SEO (OPTIONAL)

- Organic Search Engine Optimization of the content
- Organic SEO of the pages
- Google Adwords (Pay-per click ads)\*
- Targeted Facebook Ads\*
- Assistance with editorial calendar and blog strategy