

NEWSLETTER-MARKETING

You can use the **newsletter** marketing to deliver advertising material to target groups via e-mail. It is like search engine marketing and social media marketing is a form of online marketing. The e-mail is proven in customer loyalty and therefore successful in the acquisition of new customers. We help you to create a professional newsletter.

To help you promote your products and services, we develop a corporate blog, a web blog for your company, for your company. A corporate blog serves to monitor the company's communication or marketing objectives and to increase the brand's awareness of the company / product / brand.



E-Commerce

- simple, fast and convenient -

can no longer be thought out of society.

Through our intensive and comprehensive Advice and support, you are always up to date with the e-commerce trends.

KLÖCKER

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 **shopify**

 **PRESTASHOP**

 **WOO COMMERCE**

 **Magento®**

 **shopware®**

 **xt:Commerce®**
shopsoftware

 **gambio**
software



KLÖCKER

ONLINETRADE



Thanks to the intensive and comprehensive advice and support of the Klöcker media agency, you are always up to date with the latest trends in **e-commerce**. We accompany you with the introduction of a **shop system** and eliminate weak points in existing processes of your internet shop. Whether you need on-line shop software like Gambio, Magento or XT-Commerce, or choose a cheaper option such as WooCommerce, we advise and inform you comprehensively. This way, you can always stand up against your competition in the e-shop market.

Anyone wishing to be successful in e-commerce must rely on good marketing measures, such as **Social media marketing (SMM)**, **search engine optimization (SEO)** and **search engine optimization (SEA)**, in order to improve the ranking of the own website in the search engine results. In the meantime the loading speed, also called **PageSpeed**, is also an important ranking factor. Better rankings lead to higher visitor numbers on their own website and thus facilitate the acquisition of new customers. That is why the Klöcker media agency offers you comprehensive technical services in the field of **search engine marketing (SEM)**. These include, for example, SEO on-site and off-page optimization, **hosting** and domain administration.

The soul of any e-commerce site is the integrated **payment gateway**. A secure payment interface is a channel that allows the customer to transfer the payment to the merchant. A successful Onlineshop offers various payment possibilities. This allows the customer the preferred payment gateway. The media agency Klöcker will link the payment gateway to your online-shop.

In order to keep track of offers, orders, invoices and goods orders, you support a **Faktura software** in your company. This offers you the complete process from the offer to the invoice. We take care that your webshop system is connected to the billing software.

ADVANTAGES OF A WEBSHOP

- › Purchasing processes can be handled without major delay.
- › There may be a wide exchange of information between the customer and the service provider or supplier.
- › Time savings for the consumer and resource and labor savings for the company



PRODUCT MARKETING

Products are the heart of many onlineshops. In order to be able to convince potential customers of the quality of the products, they must be appropriately and strategically placed on the market. To put your product in the best possible position and stand out from your competitors, you will be able to do this with appropriate marketing measures. An impression of your company is conveyed to the customer through the **packaging**. Packaging is an integral part of your corporate design. The media agency Klöcker will be happy to help you with this and will make your products appear in the right light. We also take care of the **product photography** as well as the product description and design an individual corporate design that also makes your packaging unmistakable.

With professional and high-quality **360 ° pictures** from Klöcker you can show your product at its best. You can also hire your product through a short commercial. The visual impression of the moving image creates a greater degree of realism, which creates increased confidence in the product at the customer. In order for the user of a website to be directed to your online shop with a corresponding advertising offer, we develop static HTML **banners** and animated banners for you.