

EYESPY

digital



Proving that being different is not so bad...

Whether you choose an effective logo to help create brand awareness or a complete marketing strategy, our consultants work with your business to prepare, design, implement and manage campaigns to include any of the following:

- Digital Screen Advertising
- SMS Marketing
- Web Design & Management
- Online Services & Email Marketing
- Print & Graphic Design
- Telemarketing (B2B & B2C)
- Market Research
- Database Management
- Event Management
- Exhibition & Sponsorship Sales
- Direct Mail

Life's complicated enough.
With Eye Spy Digital you deal with one company and have the added benefit of having the services you need all under one roof.

Digital Screen Advertising - Eye Spy Tv

We work with patented technology that replaces live TV ads with our client's targeted ads during prime time televised events. Careful selection of high footfall locations such as bars and leisure centres is important to us whilst supporting campaign(s) with additional services through an extensive partner network.

VENUES

Are you interested in creating extra promotion, a better visiting experience and an additional revenue stream for your business?

- Promote your venue, offers and events through existing A/V technology
- Offer more targeted advertising from local and national companies
- Enhance your clients visiting experience
- Create a generous revenue share (recoup TV subscriptions)
- Stream events through on the internet on your TV screens
- Free Wi-Fi access for your staff and customers
- Extra support through an extensive partner network
- Additional promotion of your venue through our website(s)

ADVERTISERS

Perhaps you are a company interested in TV advertising without the big price tag?

- Reach clients in a relaxed out of home atmosphere
- Deliver from 4,600 up to 2,000,000 impacts per month
- Get your message across in high quality video or still images
- Save money using a new, direct and cost effective approach
- Build your brand recognition and get ahead of the competition
- Have the freedom to update and change your campaign regularly
- Maximum flexibility through a range of venue(s), impacts and pricing
- The ability to run multiple campaigns in your prepaid slot

Digital Screen Advertising - Eye Spy Power

We supply install, network and maintain our mobile charging facilities to provide a useful, informative and enjoyable service for customers and staff to use for free because we know how frustrating it is when your mobile phone or children's hand held computer battery dies!

VENUES

Provide your customers and staff with an informative and enjoyable free to use charging service with the option of a generous revenue stream which you can use however you see fit!

- 100% FREE for customers and staff
- Managed remotely – no hassle or disruptions
- Charge Mobile Phones, PDA's, PSP's, iPods & Cameras
- Supports over 95% of mobile phones in the UK
- Creates an additional need to attend your venue
- Creates a captive audience while devices are being charged
- Digital advertising available on 19" screens
- We have units to suit various venues/events
- Convenient service for clients/employees

ADVERTISERS

For those who wish to market their products and services to the individuals using our services in our host venues, Eye Spy Digital can host, play and change your digital advertisement on our built in, high impact 19" LCD monitors.

- High impact 19" widescreen LCD monitors
- Targeted one on one eye level advertising with a captive audience for 5-15 minutes
- Target a variety of demographics in high footfall locations
- Choose digital advertising campaigns to suit budgets of all sizes
- Achieve approximately 1,680 impressions a month (per screen)
- Pick single or multiple locations and units (discounts available)
- Campaign management – Adverts are hosted, managed, played and changed upon request
- Additional options including SMS feedback and corporate branding opportunities

SMS Campaigns - (txt msgs)

When looking for ways to support your campaigns, SMS short Codes and SMS marketing are a simple but effective way to maximise and measure your return on investment (ROI).

Establish interest, capture information or even send and receive information to a mobile device. Eye Spy Digital can meet your businesses needs by providing a service to complement new and existing marketing strategies through SMS.

- Voting and competitions that help to establish relationships with your potential customers
- Text to Win promotions to provide effective & immediate call to action keeping you ahead of the competition
- Information services so you can capture consumer data with a viral method of marketing
- Subscription services that quickly generate hot sales leads and enquiries from interested customers
- Content downloads with keywords to accurately measure your marketing campaigns
- Measure your marketing campaigns accurately and immediately using keywords
- SMS billing for web services via SMS (text) as this is the channel of choice for millions of consumers
- Mass SMS marketing for updates and offers or to simply raise or maintain brand awareness

Web Design & Management

When you are planning a new web project or revamp of an old one, you need sound advice and rock solid expertise. Our wealth of experience and direct approach can leverage your ideas to optimise cost efficiency and maximize the result of your chosen projects.

Forming strong working relationships with our clients is at the heart of our service. Having a detailed understanding of your objectives and genuine interest in your business creates a driving force during planning, conceptual art, development and delivery.

Each project provides unique challenges and we work with you to identify your goals, set key performance indicators and deliver a high quality online presence tailored to your exact requirements.

Typical projects include:

- Brand/Event/Product Micro sites
- Corporate CMS and CRM systems
- Ecommerce solutions
- Sales Brochure websites

Online Services

Developing marketing strategies and maximising the effectiveness of your campaign requires both expert and committed partners. Our industry specific expertise allows you to apply tried and tested marketing principles to new media campaigns. Leave no stone unturned, no question unanswered and no opportunity passed by utilising technology to complement and leverage your traditional marketing strategy.

We Offer:

- Email Marketing (Data, Design, Delivery & Reporting)
- SEO (Search Engine Optimisation)
- PPC (Pay Per Click) Marketing
- Banner Advertising
- Social Media Marketing

Print & Graphic Design

Investment in design not only increases brand value but plays a key role in increasing the effectiveness of your marketing material both on and offline.

Great design instantly answers fundamental questions in your prospective client's minds:

- Can I trust these people?
- What is their price bracket?
- Do they offer a professional service?

Design forms a huge part of your companies communication, most of it subconsciously. A picture really does speak a thousand words.

Telemarketing (B2B & B2C) - Lead & Appointment Generation

Eye Spy Digital has built a network of professional inbound and outbound telemarketers who specialise in providing anything from creating leads to follow up, through to arranging appointments for field sales staff.

When speaking to new and existing customers by calling them you want to ensure this is through professional targeted telemarketing.

Our team do not use scripts! We have conversations, build relationships; find a need and then provide a solution. This ensures an extremely focussed method of marketing rather than having to glue a phone to our hands and crunch numbers.

Telemarketing (B2B & B2C) - Market Research

So today your customers would like a green apple but tomorrow it could be a purple banana. The question is how do you know?

We can provide one off or ongoing campaigns to both test the market and to provide constructive feedback regarding your customers requirements which is why this is an essential tool for any business.

This information is captured, analysed, and presented to allow you to establish potential future marketing activity, revenue generation as well as saving those pennies on unnecessary product development or enhancement.

Database Management

Isn't it annoying when you go to your contact database and too often you find that when you contact someone the person has either moved on, or left the company entirely.

Eye Spy Digital can remove the initial burden by creating, continually maintaining or simply cleansing data sources so that this does not become a tedious task which usually causes staff to take the approach of "I'll do it later".

Let us support your business and ensure that your databases are current which maximises your sales staff selling time.

Event Management

Our events specialists are fully trained and experienced to provide complete end to end project management so whether you need extra hands on deck to provide specialist support in particular areas or you are looking for a total solution, Eye Spy Digital can become your 'virtual' Event Management department.

We offer:

- Free Venue Location & Booking
- Site Visits
- Hospitality
- Delegate Travel & Accommodation Arrangements
- Production of Delegate Briefing Materials
- Delegate Booking & Registration
- Exhibition Stands/Displays (Design & Supply)
- TV/AV
- Guest Speakers
- Music & Entertainment

Exhibition & Sponsorship Sales

From small exhibition areas that enhance a conference through to complete sponsorship to create additional revenue, we work from targeted databases to attract and bring on board the suppliers of your choice.

We can manage all logistic requirements including professional floor planning, invites, booking confirmations through to managing on-site setup and the event itself.

Direct Mail

We know from experience that you want to ensure that each and every angle is covered in your campaign which is why we offer a dynamic and intelligent direct mail service.

When created and managed in the right way with attention to detail this can be as accurate as using leading edge technology.

Whether we increase the power of your message, your customer base or to deliver creative work that catches the eye of your clients.

We offer:

- Direct mail production
- Database management
- Daily fulfilment
- Financial mailings
- Creative services
- Campaign management

Interested? – Contact Us

We work around the clock to ensure that our clients have the peace of mind that they have the support they need every step of the way so even if you have an idea at 11pm on a Saturday, why not email us and we will respond within 24 hours.

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