



# Consultants PACKAGE

ELECTRONIC MARKETING MAXIMIZER<sup>®</sup>

PHONE: 010 015 0431

EMAIL: [thinus@contractsondemand.co.za](mailto:thinus@contractsondemand.co.za)



[www.e-cloud.co.za](http://www.e-cloud.co.za)

# Promote your Company & Services

The e-CLOUD Construction Marketing Maximizer® is designed to complement and maximize your existing electronic marketing spend by providing options that link to your existing methods of electronic marketing exposure: Company Website, Social Media pages, electronic advertisements, e-mail campaigns, etc.



## The People and Market Sectors Covered

This is a unique promotion / marketing opportunity for Consultant companies that provide exposure to the decision makers in the Built Environment industry.



Architects



Quantity Surveyors



Engineers



Project Managers



## Exposure Period

The PACKAGE is priced on a 12-month exposure basis and paid for either annually or monthly.

## The FOUR Components of this PACKAGE

### PROCSA

#### 1. Agreements Documents Advertisements

An A4 colour Advertisement in the PROCSA Client/Consultant Agreement of your choice.

Your advertisement can also contain your Active Banner to provide responses from readers.

[Sample Document](#)

### PROCSA

#### 2. Agreements Document Branding Advertisements

Your own company Branding in any PROCSA Agreement that your company purchases for your own Projects.

This is achieved by the automatic insertion of your company's full colour A4 Advertisement page within any PROCSA Agreement that your company purchases during a twelve-month period. Your advertisement is placed opposite the **signing page** of the Agreements.



### 3. Active Banners

We provide one Banner position option in the Package. The options to choose from are as follows: Our Electronic 'Active Banners' have the Standard Format as per the sample detailed below:

The sample banner is a rectangular advertisement for 'Contracts on Demand (Pty) Ltd'. It features a header with the text 'e-Cloud Active Banner' and the website 'www.e-cloud.co.za'. Below this, there is a main content area with the company name, a description of services, and contact information. Callouts point to various elements: 'Your Logo that links to a Web-Page of your choice' points to the 'Contracts on Demand' logo; 'Link to your Website' points to the URL; 'Your Company Name' points to the company name; 'Your Slogan/any other info' points to the tagline; 'Email & SMS Buttons for users to directly contact your Company' points to the 'SMS' and 'Email' buttons; 'Social Media Icons with links' points to the Facebook, Twitter, LinkedIn, and YouTube icons; 'The e-Docx Document Service gets up to 50 000 Page Views per Month' points to the service description; and 'Your Company Contact Details' points to the address, phone, fax, email, and cell numbers.

Callouts and their descriptions:

- Your Logo that links to a Web-Page of your choice
- Link to your Website
- Your Company Name
- Your Slogan/any other info
- Email & SMS Buttons for users to directly contact your Company
- Social Media Icons with links
- The e-Docx Document Service gets up to 50 000 Page Views per Month
- Your Company Contact Details

#### Active Banner® Creation & Updating

One of the advantages of our 'Active Banner' technology is that the Advertiser can create, update or change the information on the Banner themselves - online at any time.

#### Active Banner® Positioning Options

##### Electronic Services Landing Pages : e-DOCX Document Service Pages:

- PROCSA
- JBCC
- CPD On-Demand

- o e-Docx Project Mandatory Details Page
- o e-Docx Supplementary Details Page
- o e-Docx PROCSA Document Suite Home Page
- o e-Docx JBCC Document Suite Home Page
- o e-Docx Health & Safety Document Suite Home Page

## 4. CPD On-Demand® Study Aid Vouchers



These Vouchers enable CPD On-Demand Professionally qualified Users to obtain 'Study Aids' within the CPD On-Demand Services, free of charge, in order to obtain their CPD Credits. The CPD On-Demand Services are currently available for Architectural Professionals, Project Management Professionals and Engineering Consultants.

Vouchers can be given to your staff or can be given to others as a marketing aid. The package provides you with four R500 Vouchers as part of this Package.

## PACKAGE Content

- ➔ One A4 Colour PROCSA Agreement Advertisement
- ➔ A4 Colour PROCSA Agreement Branding Advertisement
- ➔ One Active Banner
- ➔ Four R500 CPD On-Demand Study Aid Vouchers

## PACKAGE Price

Please discuss the package price with our representative.

For further information please contact Thinus at:

010 015 0431

