

## BUSINESS WEBSTAR B.V.

**BUSINESS WEBSTARS** is an established **Software House**, a **Web Marketing Developer** and **Consultancy Firm** with **Professionals** who have more than **15 years of experience** in their fields.

Our specializations are in **Digital Marketing**, **Web Advertising**, **IT**, **Brand Management**, **Business Development** and **Business Analysis**.

We love to define Ourselves the **WEB ATELIER**, our **Products**, **Services** and **Projects** are **customized** according to the **Company**, the **Business Targets** and the **Needs** of our **Clients**.

**International professionals** who have in common the **Deep Pa ssion for Their Own Work**.

We provide to Our Clients a **360° Assistance** and **monthly Google Analytics Reports** to optimize the performance and the **Business Marketing Strategies** applied to their **Web Platforms**, in order to improve the **Lead Conversions**, to increase the **Lead Generation** and the **Business Revenue**.

**Our Approach** is **Listening**, **Understanding**, **Getting into Synergy** with Our **Clients**.

Establishing a relationship of **Trust**, **Loyalty** and **Partnership** with the Clients through the figure of the **Dedicated Brand Manager**.

The joining link between the **Client** and **Business Webstars** for the coordination and the development of the **Web Projects**.



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## WEB DEVELOPMENT

### 1. Graphic Layout Analysis & User Experience

- Analysis and Development of Responsive Graphic Architecture Android / Apple / Windows Mobile
- UX / UI Design Study and Development

### 2. Development of Latest Generation Web Platforms

- Website Development, Hybrid E-Shop Platform, E-commerce Platforms & Web Applications

### 3. Infrastructure and IT Support

- IT programming / solutions
- Software & Database
- Sd Platinum Hosting Server

### 4. Google Analytics Reports and Statistics

### 5. Technical Assistance and Maintenance

## WEB MARKETING

### 6. Web Marketing Analysis and Development

- Digital Marketing Development
- Expert Consultant
- Dedicated Web Marketing
- Digital Advertising (SEA)
- SEO Indexing / Maintenance Configuration
- Digital / Territorial GeoLocal Marketing
- Lead Generation

### 7. Content Creation for Web Marketing

- Content Copywriting Service
- Multilingual Translation Service
- Writing SEO Friendly Original Content
- Social Media Content Creation

### 8. Market Research

- Market / Competition / Targeting Analysis
- SWOT Analysis



## BUSINESS STRATEGY

### 9. Dedicated Brand Manager & Brand Management

- Brand Building, Brand Management, Brand Reputation
- Creation and Management of Digital Identity
- Brand Social Media Strategy Management

### 10. Business Development

- Business Development and Sales Channels
- Project Management & Planning
- Development of Growth Opportunities
- Business Expansion
- Strategies for Revenue Increase / Profitability Optimization

### 11. Marketing Outsourcing

- Outsourcing Strategy for Business Process Optimization and Marketing Budget

