

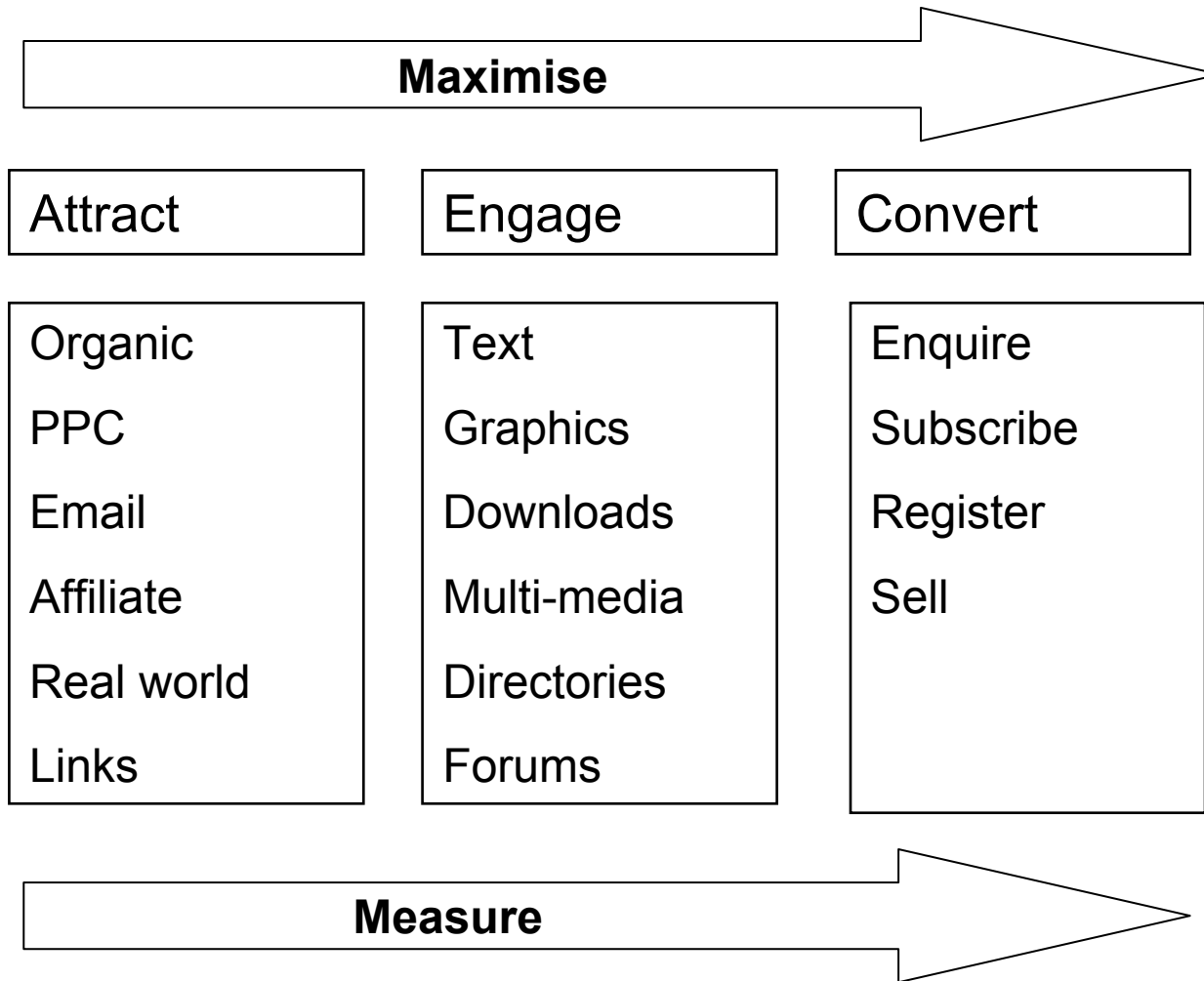


Happy 10<sup>th</sup> Anniversary SINC  
June 21<sup>th</sup> 2006



1. The two minute guide to better web marketing
2. What does White Hat Media do?
3. Why White Hat Media?
4. What is in the future?
5. Why SINC?

# Better web marketing



## Better web marketing



Attract

Organic

PPC

Email

Affiliate

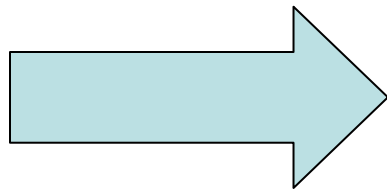
Real world

Links

Better web marketing



Attract



Organic

PPC

Email



## What do we do?

- Natural Optimisation and managed Pay-Per-Click services
- Technical development, websites, applications, especially where marketing is involved e.g. ecommerce for high traffic and growth
- Currently developing a suite of products for better web marketing
- Consultancy in web marketing



## Why White Hat Media?

- Principals each have 12 years working with the web at Director Level
- Have worked with Virgin, Rank Group, Dun & Bradstreet, BBC, Premier Brands, many others
- Current clients include Colt, 3i, Berketex, CIG.
- Winners of .net SEO competition 2005



## **Future challenges?**

- Huge growth in web marketing is predicted, due to increased awareness
- Multi-platform online marketing will be the next big thing
- Better practices and new techniques throughout the sector
- New products – White Hat Media will be at the forefront in this.

## Successful Web Strategy



### **Why The Sussex Innovation Centre?**

- 'Innovation' is the middle word
- Superb Resources
- Great place to work
- Friendly staff

## A big thanks!

- Thanks to Mike, Paul Jordan, Chris, Melanie and Leslie for mentoring and training at the highest level
- Thanks to Paul Linter, Gemma, Jane, Elaine, Louise, and Donna for office services, accounts, book-keeping, and other help
- Thanks to Patsie for access to excellent potential employees e.g. STEP and the University
- Advice on marketing, finance, strategy, personnel, legal issues and other topics from the SINC team
- Thanks to the everyone in the canteen for fresh oranges juice and bacon rolls every morning





## Happy 10<sup>th</sup> Anniversary SINC!

‘Moving to The Sussex Innovation Centre was the best business decision we’ve made so far’

‘Thanks to everyone in the SINC team who makes it such an excellent place to work’

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