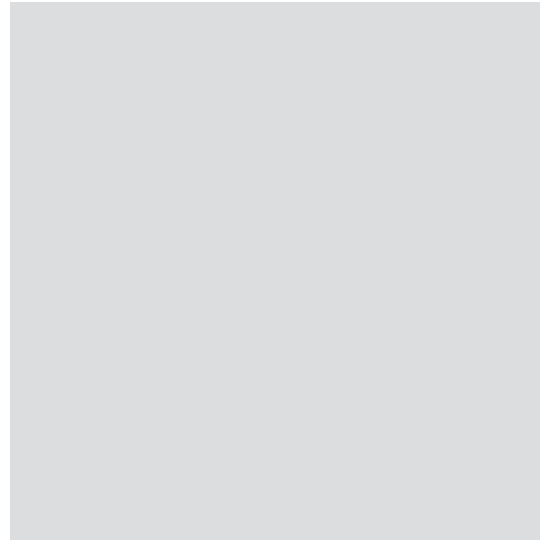




WORDFINDER  
PUBLIC RELATIONS & SALES ENFORCEMENT



## BECAUSE THE BOTTOM LINE IS ACTUAL TURNOVER!



### CONSISTENT AND SUCCESSFUL

Wordfinder has been successfully established and active in the German and European market since the year 2000. As a classical PR agency for midsize businesses in the IT sector, and based on our experiences, we recognized what really counts for medium-size enterprises: actually generated revenue, which necessitates securing leads for prospective customers. In our opinion, all marketing and PR measures should aim at this principle. We therefore developed our product portfolio consistently in this direction.

As a progressive Lead Agency, we presently offer you a complete package of suitable products, which, if applied as a whole, will provide a series of synergies and crossover effects; and additionally, will verifiably generate new business and optimize the already existing turnover quota.

### EUROPE – ON A SILVER PLATTER

Wordfinder is to date one of the largest and most successful public relations and Lead Agencies for IT midsize businesses in Germany as well as across Europe. Our central business offices are located in Schenefeld close to Hamburg, Germany. With our branch offices in New York, we not only serve American businesses locally, but also connect to medial businesses in the European Union. We exclusively promote market entry for foreign businesses into the European economic area and respective sales markets.



### **PUBLIC RELATIONS – THE RECOGNITION FACTOR**

Our business has been classical press relations work and this is still the core of our activities. Our work method distinguishes itself through direct implementation, in other words, at the end of day the only thing that counts are press releases that were actually published. As with all other Wordfinder services, our public relations activities are also clearly oriented towards marketing and sales. Within the scope of our extensive lead campaigns, our public relations activities usually provide the basis for success.

### **SALES ENFORCEMENT – INCREASE YOUR REVENUE**

The bottom line is revenue! That is why we offer you only those marketing tools, which during the past few years have proven to be most effective in generating revenue. These tools include among other things, telesales, direct marketing, newsletters, as well as a complete program for acquisition and support of resellers and multipliers nationally and internationally. All services are fully marketing oriented and tailored especially to the needs of midsize businesses.

Depending on the intensity of the assignment, we deliver exactly the number of leads and prospective customers that will allow for an optimal utilization of your company's capacity. The average rate of return after subsequent evaluation and analysis generally ranges between 4.6 and 8.9 percent. First concrete business transactions are in most cases already realized after two months runtime.





### **YOUR NEEDS, OUR SERVICES**

The basis for all Wordfinder Services is determined by the individual needs of your company, your products, and/or your sales strategies. Given those demands, we offer you individual services or complete service packages of lead and sales campaigns.

### **ESTABLISHING A HIGH PROFILE**

Public Relations – Recognition of your company and demand for your products and services.

### **GAINING NEW CUSTOMERS**

Telesales and direct marketing – to connect directly to decision makers, generating new business!

### **CUSTOMER RETENTION**

Newsletters – ensuring long-term loyalty of existing customers, and generate additional business.

### **WIN MULTIPLIERS FOR YOUR SALES**

Resellers, distributors, multipliers – let people do the work for you! Win resellers for your sales, nationally and internationally.



### **OPEN UP NEW SALES MARKETS**

Wordfinder Europe – Your entry into the European economic area and sales markets.

### **PROFESSIONALIZING YOUR SALES DIVISION**

Marketing and Internet – Esthetics, functionality, ranking, image building, success!

### **HOLISTIC SALES STRATEGIES**

Lead campaigns and structured sales – combine well thought through measures and reach your goals regarding planed turnover and increased sales.

### **GROW FINANCIALLY STRONG**

Capital request – detailed Information, professional and attractive for banks, investors, stockholders, shareholders, and partners.





### COMPETENCE

B2B marketing communications have always been our core competence. Independently of whether you are dealing with such challenging industries, such as insurances, banks, automotives, industry, plants, and mechanical engineering, disposal, healthcare, or taxes - we know your product. Still more importantly: we also know your market!

### IT-COMPETENCE

The results are journalistically high-quality professional articles, which we can provide to you with nearly no active involvement from your side. Independently of the solution area or the field of activity: our editors present even the most complicated issues in a coherent and easily understandable manner. The high stylistic quality has proven itself in regularly published reports in the most respected media.



## REFERENCES

Our customers are nationally and internationally leading software producers, system houses, and consultants, and enterprises from technology, financing, and industry are part of our clientele. We will gladly provide individual references upon request.

## WOULD YOU LIKE NEW BUSINESS?

Then we should talk. Our consultants work with you to develop an individual press strategy suitable to you, an optimization of your existing products or auxiliary business, or a successful international web presents. We are looking forward to working with you.





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