

# KOMPASS

Your route to business worldwide



## Digital Marketing Solutions



FIND. ATTRACT. CONNECT. ENGAGE.



# Helping you grow your business

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Do you need to attract more customers or want to engage more effectively with your audience?

Today, capturing business opportunities has never been so challenging. At Kompass we work to provide you with innovative digital marketing solutions, designed to help you reach the right companies.

Through Kompass.com, our market-leading, global B2B online directory, we help buyers and suppliers connect, attracting over 75m users every month.

Our range of Digital Marketing Solutions will drive relevant enquiries from potential customers, grow your local & global audience & help to improve your online brand visibility.



# Digital Marketing Solutions

With more than 4 million searches performed online every minute, the challenge for all companies is being found, attracting the right audience & winning new business.

The depth and quality of data on **Kompass.com** along with our optimisation ensures we attract the most relevant traffic to your company profile. A comprehensive company listing on Kompas also means your company gains a responsively designed profile viewable on any device.



## Booster Premium

Gain a competitive advantage with fully optimised premium positioning in relevant product & service search results.

Showcase your products & services and put your company in front of decision makers when they are looking to purchase.



## PPC Guaranteed Clicks

Including all the benefits of Booster, our fully managed PPC ad campaigns will drive 1000 relevant visits to your company profile & website.

With the help of our PPC experts we will guide you through the setup process & then manage your campaign.



## Promote your Business

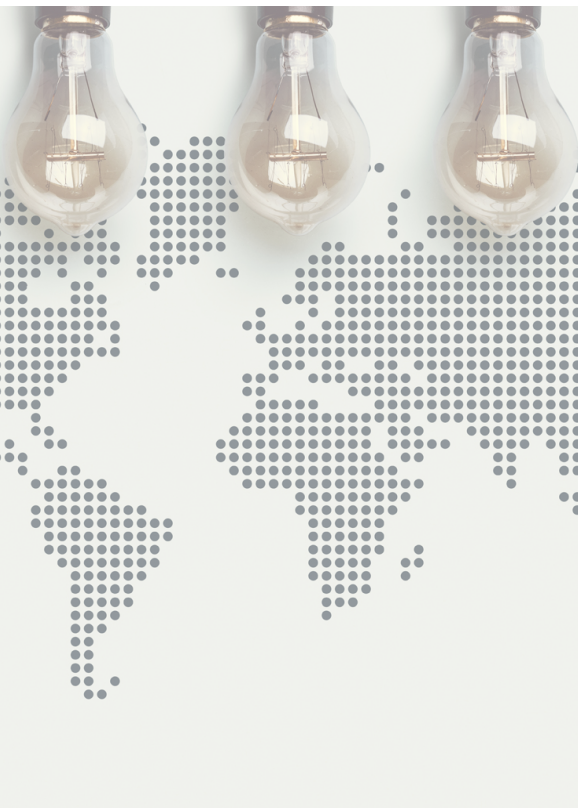
You have the opportunity to present your company in 26 languages, so can promote your business on a local, national or international platform.

Customise your company profile and target visitors by industry or market with Top 3 positions & Activity ad square



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# What makes us different?

**Global** - As a leading online B2B company data provider, the Kompass international network reaches across 70 countries and has more than 10k clients globally.

**Quality** - We have accurate & up-to-date information on over 20m B2B companies & 23m executive contacts. Our data, which includes detailed company & product information as well as contact email addresses, is available in 26 languages.

Collected locally from source through dedicated data integrity teams on the ground in each country. All of our lists meet compliance regulations in each region.

**Expertise** - We use our local knowledge and expertise to ensure we collect the depth and quality of business information customers associate with the Kompass brand.

**Innovation** - Engage more effectively with your target markets through your fully optimised company profile, keywords, premium positioning, product catalogues, videos, news & event feeds & direct messaging from buyers and site users looking for information & RFQ's.

With access to our uniquely detailed 55k product/service classifications, you will reach the right audience looking for companies like yours. Focus your market promotion across 70 countries and enjoy the flexibility of targeting new business locally, nationally or globally.

**Support** - Our locally based support teams are available to help with any advice or questions you may have on getting the best from any of the Kompass Digital Marketing Solutions.



# How digital marketing works



## Register on Kompass.com

Add your company profile to Kompass.com using our company profile builder. You can select from **55k uniquely detailed** product & service classifications, as well as upload detailed company & contact information.

With access to your own Kompass portal, you can then edit, update & **manage your company profile** at any time.

## Boost your company profile

Build & enhance your profile on Kompass by showcasing your products & services. Our **Booster package** can be built to suit your requirements, from a range of different options, whether you want to target companies locally, nationally or globally.

With Kompass data available in **70 countries** across Europe, Asia-Pacific, Middle East & Africa and the Americas, we can even help you **target markets** in specific countries, with focused keywords & activity translations in 26 languages.

## Drive relevant enquiries

You've got a great business and website, but they need to be found and this presents a **significant challenge** for any company with an online presence.

PPC is an online advertising model that allows companies to pay to display ads for their products & services, so they appear on Google when potential customers are searching for them online.

However managing successful PPC campaigns is a **complex task** that requires expert knowledge. This is where we can help, offering you full management of the whole process, along with **1000 guaranteed & relevant visits** to your company profile or website.



## Booster Premium

Engage your target audience with premium rankings and attract new business leads

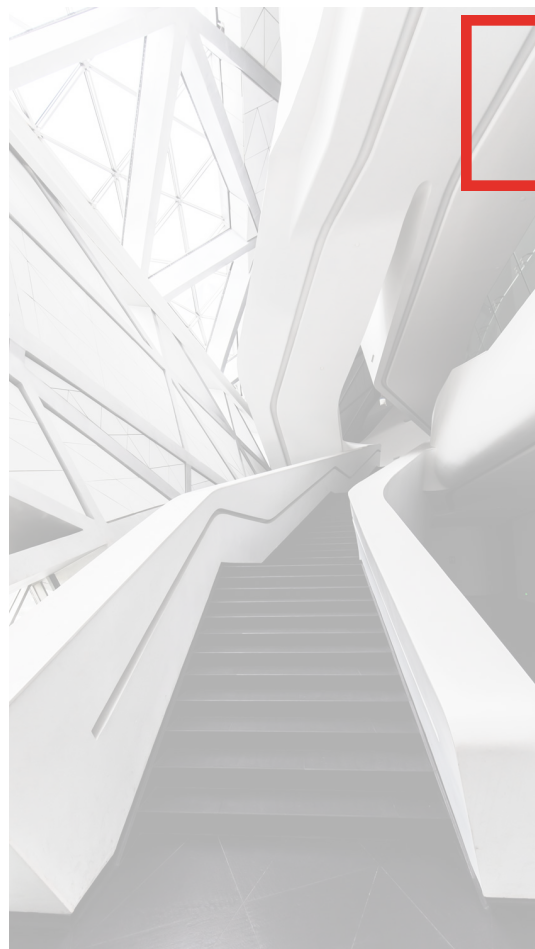
## Booster Premium 1000

Our fully managed PPC service will drive relevant enquires to your Kompass profile

## Booster Promotion

Promote your business on a local, national or international platform by industry & market sector

Globally Optimised Company Profile (Logo, company info, social & web links)	X	X	-
Brand & Trade Names (unlimited) (Including images)	X	X	-
Product Posts (unlimited) (26 Languages Available)	X	X	-
Business Description Translation (26 Languages Available)	X	X	-
Top 3 Position / Activity Square (By industry & market sector)	1	-	X
20 x Corporate/Product Videos	X	X	-
10 x Keyword Phrases	X	X	-
5 x Catalogues	X	X	-
News & Event feeds	X	X	-
Contact Email (to receive leads)	X	X	-
Fully Managed PPC Ad Campaign (1000 visits GUARANTEED)	-	X	-



# Why choose Kompass?

We recognise the challenges faced by every business when looking to find more customers.

Simply put, we offer you a definitive competitive advantage by giving you the opportunity to target your sales & marketing activities on local, national or international platform.

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## Contact Us

Visit - [us.kompass.com](http://us.kompass.com)

Email - [contact@kompass-usa.com](mailto:contact@kompass-usa.com)

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