



2009 MEDIA KIT

Dynamik Group is a London, Ontario based company founded by Clearite Communications and Eadier Solutions. We are a proven global e-commerce web/marketing applications group, helping clients to create and implement full service marketing solutions. Our solutions are geared towards each client's specific need with an out-of-the-box advertising and e-commerce strategy.

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Website Application and Programming Services:

Website Content Management Software: Dynamik Group CMS



Main Overview:

- Simple. Intuitive and user-friendly
- Scalable. From 1 page to a million
- Standards Compliant. Fully XHTML compliant
- Template Freedom. No restrictions on the look and feel of your site
- Cross platform. (Windows/Linux/Mac) and easy to install (PHP based)
- Supported. Professionally backed by our development team.

Dynamik Group CMS is an intuitive content management system atop a powerful programming framework. We've rethought how content editors, developers, and designers should build and manage websites. We've arrived at a unique combination that empowers all three to get their jobs done more quickly and with more flexibility. We want you to get more work done.



Our Customer Relationship Software allows you to manage all aspects of your company through an online based system. This includes such things as:

- Sales force automation
- Marketing Automation
- Customer Support & Service
- Order Management
- Invoicing
- Activity Management
- Inventory Management
- & Much More!

If you were interested in viewing a demonstration or finding out more information please visit **demos.dynamikgroup.com** on this page you will find demos for our Customer Relationship Software and Content Management System.

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Web and Graphic Design

- * Sales focused designs
- * Flash design
- * Interactive and dynamic web design
- * Website content management
- * Search engine submission
- * Online forms
- * Code development
- * Customized product web stores

Web Hosting:

Dynamik Group provides lightning fast, reliable web hosting solutions for small, medium and large scale corporations. Dependability, excellent customer service, innovative products and services is what stands us out from the competition.

We offer competitive hosting pricing that allows us to beat any competitor in the market!

Business Email Stationery:

Business Email Stationery is an effective online email letterhead that attaches to any outgoing email that you wish to use it with. In essence, it is your online business card used to help promote, professionalize and stand you out from the competition!

Visit www.dynamikgroup.com to view a complete portfolio

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Public Relations and Marketing

Marketing and Business Consulting

- * Developing new markets for your existing products
- * Structuring joint sales and marketing agreements,
- * Develop sales promotion opportunities
- * Brand positioning, market research, marketing and business plan development
- * Outsourced sales and marketing support for business
- * Media and advertising planning/consultation

Why is this important?

Dynamik's marketing management can develop a firm's marketing strategy in detail. We can estimate the demand for products and services offered by the firm and its competitors to identify potential markets—for example, business firms, wholesalers, retailers, government, or the general public. Dynamik can develop pricing strategies to help firm's maximize profits and market share while ensuring that the firm's customers are satisfied. In collaboration with sales, product development, and other managers, we will monitor trends that indicate the need for new products and services. Marketing programs, though widely varied, are all aimed at convincing people to try out or keep using particular products or services. Business owners should carefully plan their marketing strategies and performance to keep their market presence strong.

Public Relations and Corporate Communications

- * Target public relations programs to help you generate leads and sell your product/services
- * Editorial and journalism services (successful article placement, feature story writing, news releases, newsletters. News releases can be written and distributed to newspaper and media outlets)

Dynamik Public Relations Program

*Send your news release to thousands of media contacts that report on business and community events within local and National media. DynamikPR serves companies who wish to deliver their news to more than 4,000 leading editors, broadcasters and online writers who report on new developments in your targeted sector.

*Entire agriculture industry and general consumer areas are available- request the official DynamikAGPR sheet for all targeted opportunities.

Targeted Demographic Rentals

- *Database enhancement and management- E-Newsletter database services, targeted list rentals
- *Fax lists rentals: Target city, job title, and consumers/business. Over 5,000 numbers available
- *Email lists rentals: Target city, job title, and consumers/business. Over 20,000 emails available

Lists can be targeted between the Agriculture sector and general consumer sector

Why is this important?

Perception is everything. If you do not effectively communicate how you want to be perceived by current and potential customers, suppliers, employees, and investors, as well as the public at large, then chances are you'll soon be regretting your actions, or lack thereof.

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Web Tracking and Statistics Report Management

Tracking is the single most important thing you will do with your website. It's important to have a tracking plan that allows you to know:

- * How many people visited your site & How often they come back
- * Keywords they used to get there
- * Pages which are looked at
- * Pages which are not looked at
- * What percentage of your visitors turn into customers

Dynamik will monitor and manage statistic tracking initiatives and provide detailed reports that track: archived daily web traffic, percentage increases, cost per click analysis (we also have a system template score to rate advertising through web tracking), country and city percentage data, length of visit of website, plus much more. Web monitoring can be tracked back to any type of advertising campaign and measured directly through our program. Let us save you money by knowing what is working and presenting easy flow data with marketing recommendations.

Why is this important?

These are very important statistics that can help you fix the areas that are falling behind, or build on the strengths of your website to do something about the results. You need to have a plan to update, maintain, and improve your web site on a monthly, if not weekly basis. Make sure you track your progress as you make updates. See what motivates your customers. Constantly examine your definition of your customer. Has it changed? What do you need to do to adapt to the change in needs? Web traffic is the same as traffic in a retail store. The difference is you don't know where retail customers came from or who they are. You can know all this through web tracking initiatives, which allows for incredibly detailed and targeted marketing campaigns.

Testimonial

"Having the technology and proper tools to track Hypor's web stats has been very informative. It's been a simple transition to monitor the stats with the help from Dynamik. I can see where all my traffic is coming from which in turn helps my web marketing initiatives while moving forward to appease my customers, and to increase hits through Google, referring sites and other search engines."

Marc Broadbent

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Sister Companies:

Not only do we offer unique web/marketing applications services but we use our own services to foster and develop our sister companies which are listed below. Our services allow us to operate revenue generating internet portals geared towards specific online applications ranging from; agriculture product showcasing, swine related careers, swine informational portals, and even branching into the Canadian Real Estate market.



Farmershowcase.com is a product showcasing website focused on all types of new and existing products, and strives to engage, inform, and present a call to action method by providing the most relevant information. In turn, this information is geared to foster the growth of profitability



SwineWeb.com is an online magazine website solely dedicated to deliver content related to swine that provide professionals in the industry with current knowledge and power for probability and usability. Finding relevant content and information focused on swine is a necessity.



PigCareers.com is the leading online Human Resource Connection to connect the entire pork industry and provide education regarding careers in Pork. PigCareers.com is pleased to promote and celebrate the wide variety of opportunities in the pork industry. This is a targeted forum which allows job seekers and employers to connect easily and instantly.



RealEstateForCanada.ca was established as a low cost alternative to traditional real estate sales, RealEstateForCanada.ca. Is quickly growing and hopefully will become one of the most trusted names in real estate in Canada.

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