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Circle Markets

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The Marketing manager,

Jaguar Bus Company

Kampala, Uganda

Re: Building Jaguar buses a responsive website with online booking/mobile money booking

Marketing Jaguar buses

Retaining Jaguar bus customers

Circle markets builds first class websites for businesses and markets them to their target customers both online and offline.

Internet marketing is now the latest and most effective way of marketing and at Circle markets we use internet and social media marketing like Facebook and twitter to target potential customers and to retain them. People spend 20% of their time online on social media. That is the right place to find customers.

We also use a more specific targeting media of marketing which is SMS and e-mail marketing. Research suggests that every day people check through their phones and computers to read through their e mails. However, over 90% people read through their SMS texts every day and this means that SMS marketing is very important as well as social media. At social markets we ensure that your business gets maximum exposure.We get your business in customers who are already I nterested in your business- we target potential specific customers.

Customer retention is one of the most important aspects in marketing and we take a great deal of time to ensure that we will keep your customers in touch with your business. We believe that a satisfied customer is your best marketer.

With our website, you will be able to see real analytics which will reveal data on which people are viewing your website or your marketing campaigns. For example you will be able to know the number of people who are visiting your website, their age, sex, geographical location, which pages they are viewing and for how long. With this kind of information you can determine if your website is of benefit to your company or if your marketing efforts are paying off and what you can do to improve them or change them.

With this website, you will be able to collect more information on what can get you more customers and how you can keep them.

Customers are also able to book and buy tickets with their mobile phones or on internet and they can pay using mobile money systems for all networks or with their ATM/Visa cards. If you can make payment and booking bus tickets convenient and easy for your customers then you will have won many. Booking online gives them the ability to book a seat of their choice and a bus of their choice.

Price

The offer comes with all the above as one package at a cost of three million and five hundred thousand shillings. We will do the website maintenance and marketing for 6 months without any more payment.

If you are interested, please contact us as soon as you make the decision.