



TRIMAXS

Trimaxs Web & Multimedia Division

WMD



Introduction

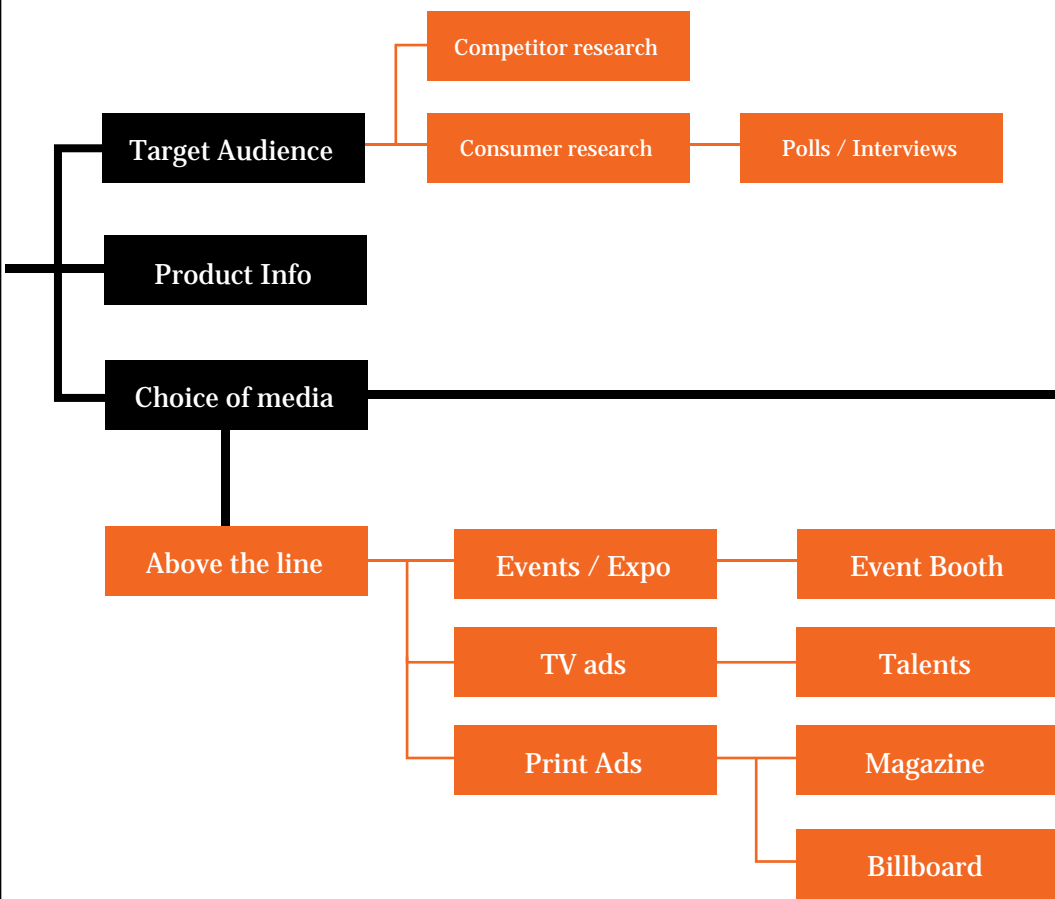
What exactly do we do at trimaxs?

We help our client formulate their target audience, their product nature and choose the right kind of media to reach their consumers

Target Audience

Product Info

Choice of media

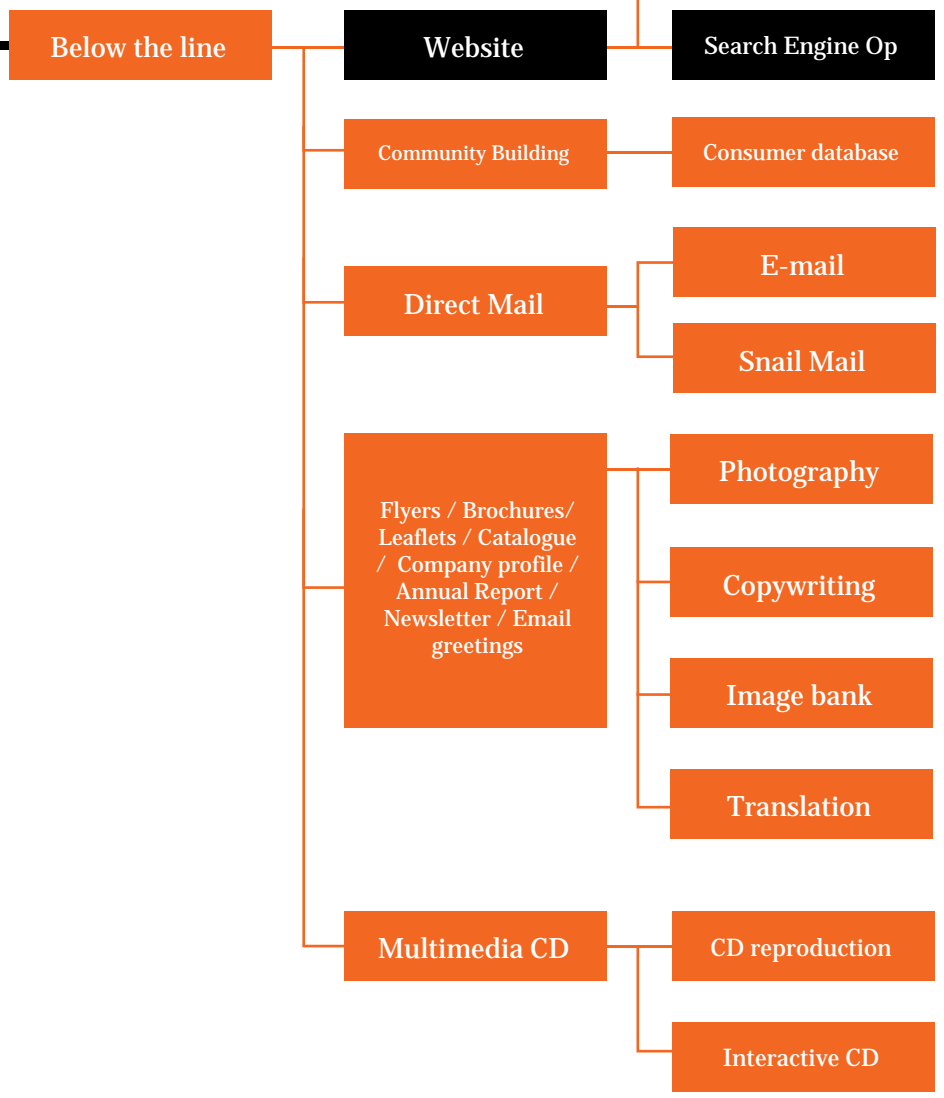


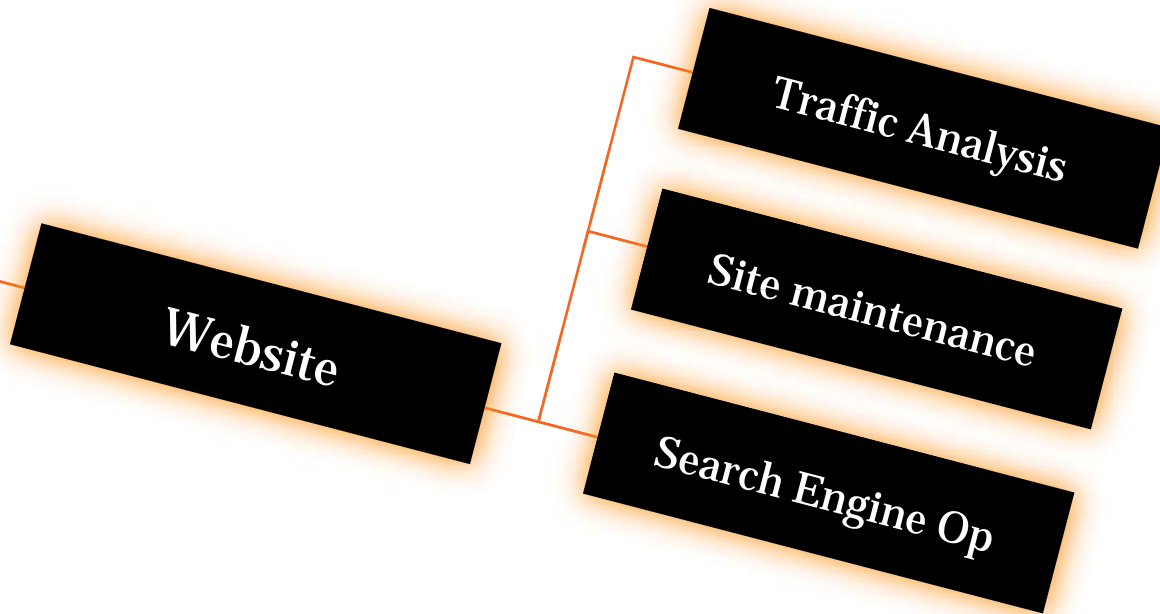
Proses ini dapat dilakukan berkesinambungan dari awal hingga akhir maupun terpisah. Tergantung kebutuhan.

The choice of media should be preceded by target audience formulation and accurate product information

In practice, above the line promotion efficiency should be measurable.

While below the line promotion must generate direct response from the consumer





Website

Harus merupakan sebuah kumpulan informasi yang mampu menarik pengunjung untuk melakukan tindakan tertentu

Traffic analysis

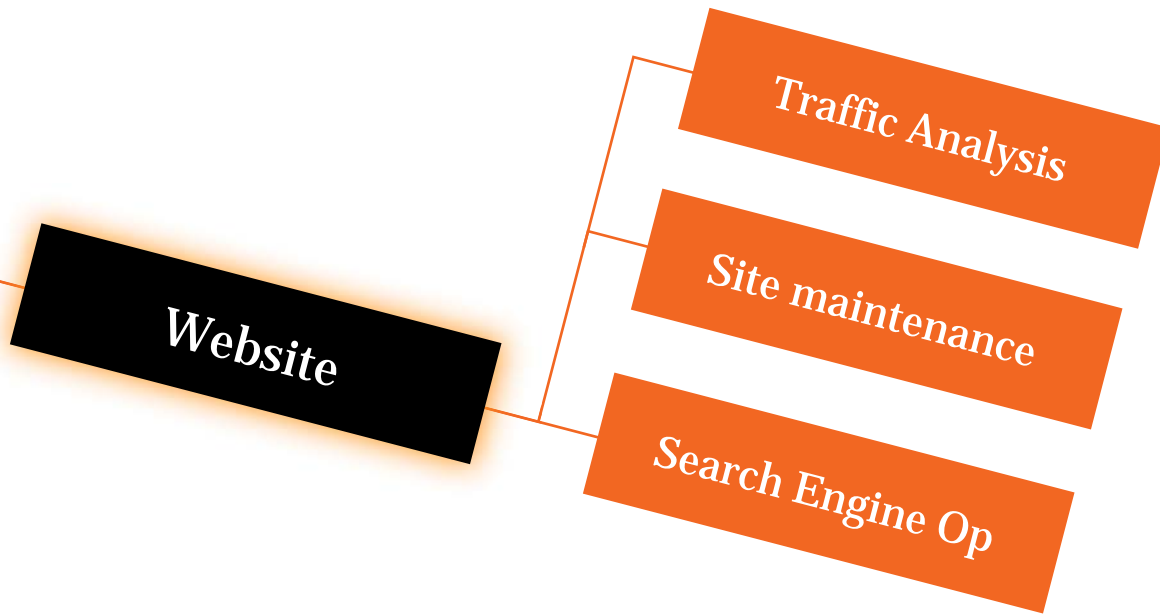
Analysis of the activity, quality and quantity of visitors plus recommendations to modify the site to further guide visitors to a particular part of the site

Site maintenance

Site maintenance process via routine data backup data, routine content updates and site repairs in the instance of breakdowns

Search Engine Op

Site optimization to acquire first page positions in search engines



10 years of experience

Experience in the web design industry and our existence since 2000 is a proof of our commitment and reliability

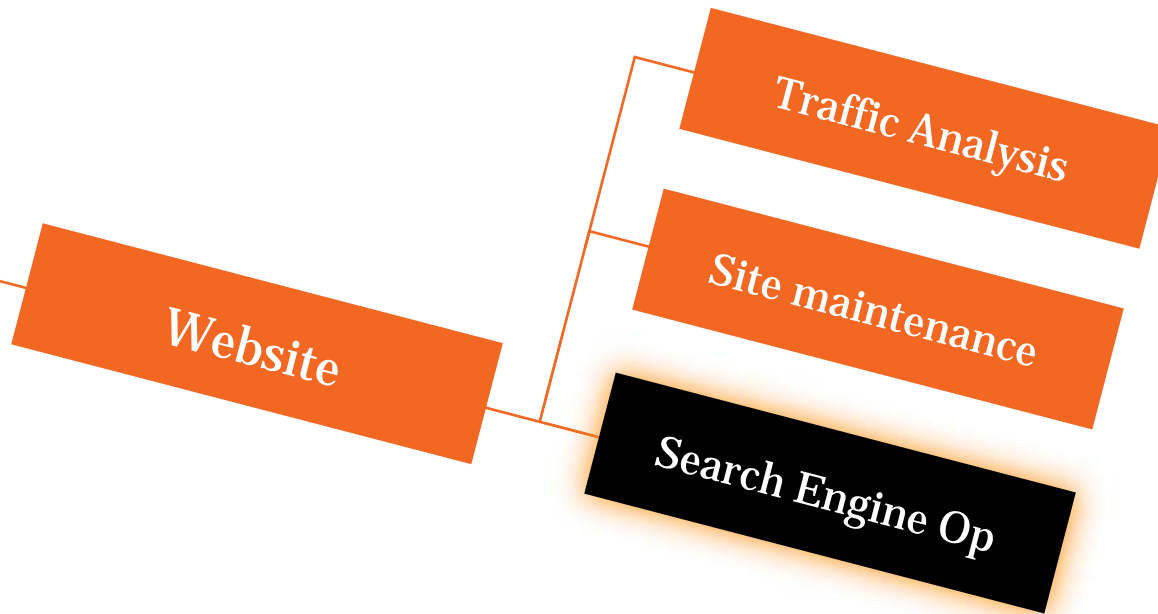
Result focused

From the first minute of the purchase order signing, our team will go after the hand-over phase immediately.

After sales maintenance

Protecting your site from hacks, routine data backup, ensuring keyword positions, increasing visitor count, increasing sales volume, etc

Why choose TRIMAXS?



What do you consider as the benchmark for your site's success?

Visitor count? Your business colleague's admiration? Or is it conversion of visitors to consumers?

Kami dari trimaxs memiliki kriteria sebagai berikut:

1

Internet users who needs your product can find it

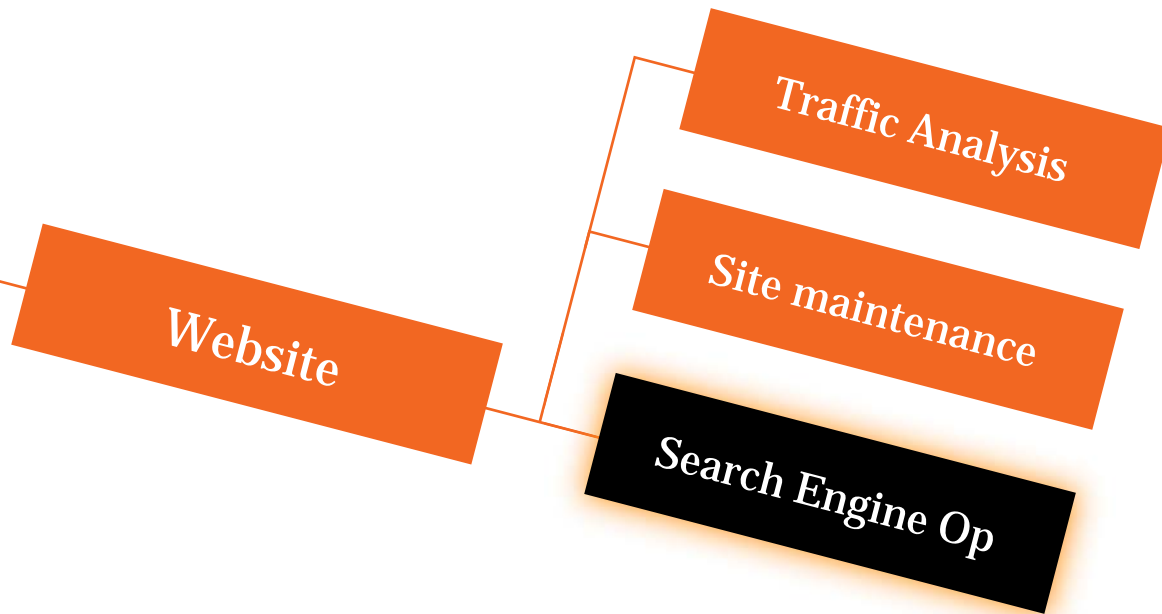
2

Visitors who found your site can contact you

3

Conversion from visitors to consumers increase continuously

Cost Study



Conventional advertising

Koran kompas - 1 day advertisement
Rp 18.000.000,-
Iklan B&W - 9 x 10 cm

Majalah Gatra - 1 page advertisement
Rp 28.000.000,-
Iklan Full Colour halaman 5

VS

S.E.O

Site analysis
Rp 3.000.000,-
per site

Active SEO
Rp 18.000.000,-
per site per 6 month

Active SEO
Rp 30.000.000,-
per site per 12 month

Website

Traffic Analysis

Site maintenance

Search Engine Op

Web server maintenance

We ensure that the site is online at all time, in any server. Or restore it a.s.a.p if something breaks down

CMS upgrades

A simple upgrade to keep your CMS relevant and easy to use? or a complete overhaul to accomodate new business?

Mail servers

We design an efficient way to reroute emails, filter spam or utilize the latest email applications

Content updates

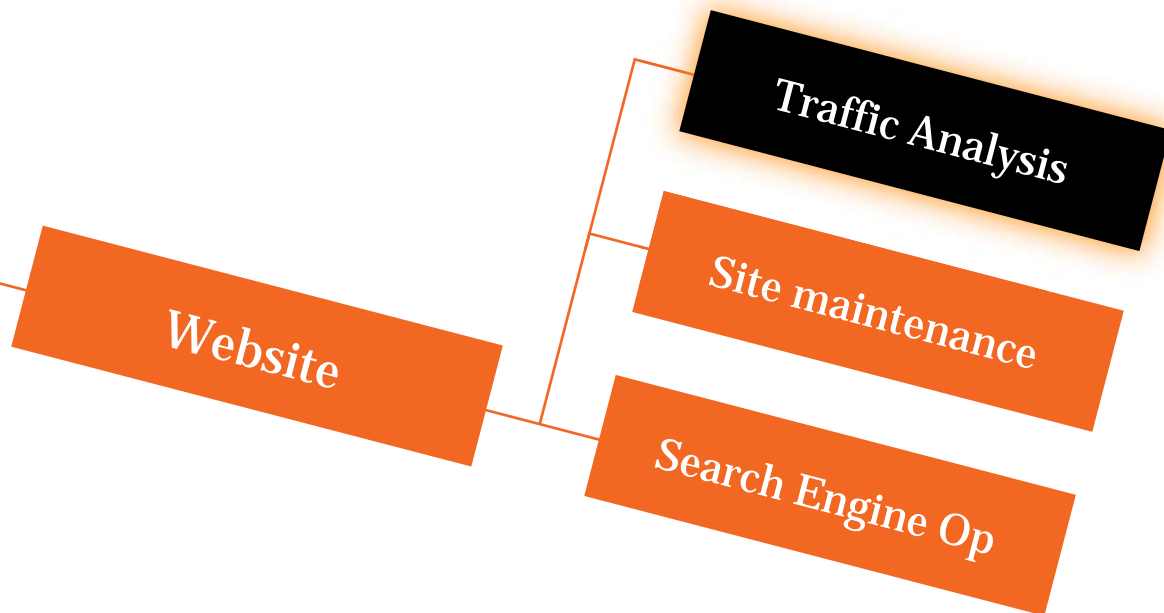
If you need an outsource team to create fresh news and content for your site, translate languages and update them.

Data Backup

Better safe than sorry.

Data migration

Moving to a new website? Just built a new CMS? As long as it's digital, we can migrate them.



The average conversion rate from email to sales?

Email us to find out

maresa@trimaxs.com

mahen@trimaxs.com

marico@trimaxs.com

www.trimaxs.com*

915 visitor in 2006

13,112 visitor in 2007

15,950 visitor in 2008

28,284 visitor in 2009

In June 2010, 54,392 visitor found our site this year via:

Search Engines - 59.43%

Other sites - 25.1%

Directly - 15.48%

1st page position for 52 keywords

2nd - 20th page position for 210 keywords

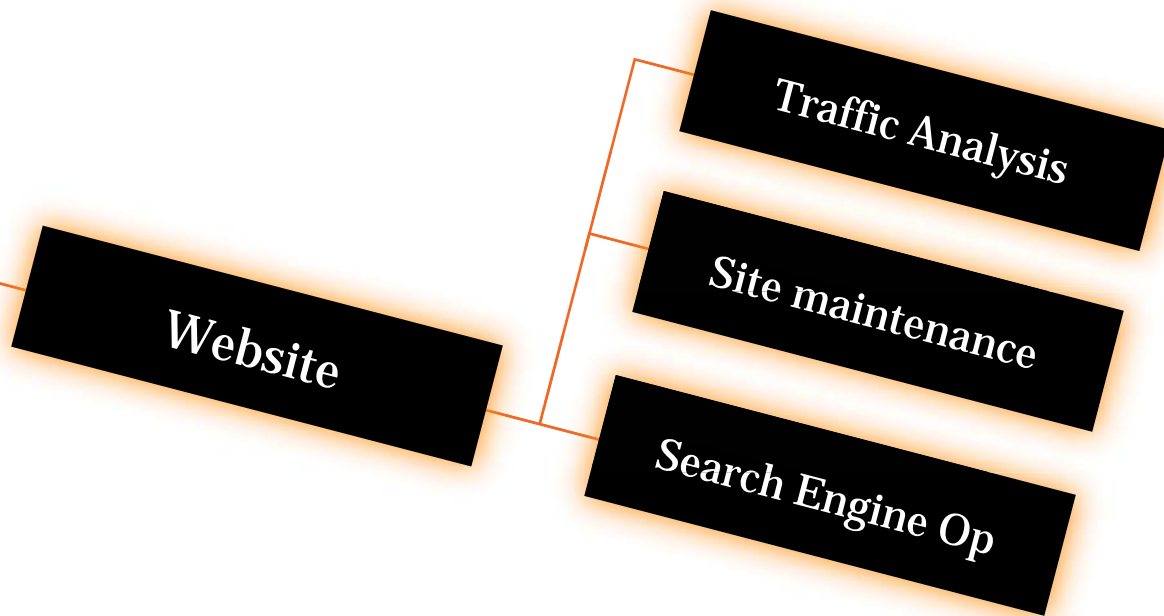
The average conversion rate from visitor to email:

4.62%

That's 2,513 emails this year

* Data from Google Analytics

Do you know your consumers?



Our clients

www.pertaminalubesmarine.com
www.pertaminaracing.com
www.impraboard.com
www.toyotatsusho.co.id
www.kawa-machine.co.jp
www.kawa-machine.com
www.indoutamametalworks.com
www.mulford.co.id
www.vads.co.id
www.patraniaga.com

“now we know exactly our marketing ROI”

-Vero Yang, GA of Kawa Machine-

“very cost-effective”

-Jessica Law, J Plus-

“expensive, but very helpful. haha”

-Rauma Raikkonen, Raumaster Indonesia -

“cheaper than newspapers”

-Dapor Gultom, CEO Diramoti Indonesia-

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