



# Company Factsheet

<http://www.zonica.com>

# We'll Ensure Your Project is a Success

## **"Creative, experienced & highly recommended"**

It's refreshing to work with a team that bring creativity, experience and a thorough eye for detail to all their work.

We continue to work with Zonica and I cannot recommend them highly enough.

- Peter Atalla, CEO, DataArt UK

## **Web Communications Agency**

Zonica is a web communications agency specialising in building simple, creative and innovative solutions.

As a small but experienced agency we are able to give all our clients personal attention, and because of this we are proud to say that all of our clients will be able to provide positive references.

Our services enable our clients to communicate more effectively online. Whether its a website, web-based application or a complete online marketing campaign, Zonica has both the expertise and experience to make a quantifiable difference to your business.

### **Our Services**

Overview of our design, software, online marketing and consultancy services.

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### **10 Reasons to Hire Zonica**

Quality, attention to detail, and a focus on simplicity.

**3**

### **Happy Clients**

100% of our clients are references.

**4**

### **Next Steps**

Get in Touch. Call. Email. Visit.

**5**

# Our Services

## Design

### Website Design

We can redesign your website, completely rebuild it or just make some minor tweaks.

### Application UI Design

We can design your web application GUI, work with your team, or conduct a usability review.

### Blog Design

We can design and develop your new blog, improve your existing blog or help you promote your blog.

## Software

### Web Applications

We can design and develop your web application or take over your on-going development.

### Rapid Prototyping

We can ensure your software project is a success with our rapid prototyping services.

### Ecommerce

We can create your ecommerce application or help improve your existing ecommerce site.

## Marketing

### Search Engine Optimisation

We can optimise your website to increase the number of qualified leads to your website.

### Link Building

We can increase the number of quality incoming links to increase your search engine and link exposure.

### Google Adwords & PPC

We can setup or manage your pay-per-click campaign to increase targeted leads.

### Email Marketing

We can create a new email marketing campaign or improve your existing email marketing strategy.

## Consultancy

### UI Experience Specification

We can significantly increase the chances of delivering a successful project.

### Usability Testing & Reviews

We can deliver a usability and accessibility that outlines all areas where your website fails your users.

# 10 Reasons to Hire Zonica

## 01. We Are Business Focused

Fancy graphics and animation may look nice and whizzy, but will it sell more of your products or develop your brand? We're interested in building your business with quality, remarkable targeted web communications.

## 02. Experienced Team

Our team has experience of delivering successful projects for organisation including Sandwell Council, BNP Paribas, Libera, Brent Community Transport, and more.

## 03 Simplicity

We don't have a fluffy philosophy like many other agencies: we believe simplicity is better.

Simple user-friendly interfaces result in a better user experience and ultimately a purchase, a phone call, a repeat visit or a recommendation to a friend.

## 04, Attention to Detail

Our team is made up of the sort of people that take exceptional pride in their work. Our designers, coders, system developers and search engine marketers all share a common eye for detail.

## 05. Dedicated Software Development Team

Unlike many agencies we have a software development team – we do not outsource.

Our experienced developers work with designers and front-end developers right at the very start of a project thereby understanding not just the software requirements, but also the business requirements.

## 06. Excellent Project Management

Smooth and effective communication is paramount with any project, and at Zonica we ensure that this is provided with both excellent personal contact, and our online project management tool.

## 07. Remarkability

Every facet of our business is driven to be remarkable. We take great care to ensure that our consultancy, processes, work, customer care and support are delivered to an exceptional, remarkable standard. That's what sets us apart.

## 08. Everyday English

From reading this we hope you'll notice that we're not too keen on acronyms, buzzwords or industry jargon. We keep things straightforward, honest and simple. This means effective communication leading to successful project deliveries and happy clients.

## 09. Bigger isn't Better

Big agencies do not mean the best clients, the best talent and the latest technology. Invariably it means big wage bills, big promises, big staff turnover, big overheads and big impersonal project teams. Wouldn't you prefer a small agency who delivers on time, every time with exceptional standards?

## 10. User Interface Experience Specification

We've worked on many company-wide projects, and have considerable experience of weaving the wants and requirements of different people and different departments into one package. We bring along a fresh set of eyes, experience of performing this role in previous projects, and we'll offer an unbiased and objective view.

# Happy Clients

## References

If you'd like to speak to any of our clients, contact us and we'll send over the relevant information

## Excellent team & highly recommended

Zonica have delivered excellent service for both our basic and advanced online communication requirements. Whilst I cannot praise their work enough I also wanted to say that their content management system is incredibly easy to use and their presentation to the team was enjoyable and thorough. We will definitely be working with again, and I'd highly recommend them to future contacts.

- **Avininder Grewal, Communications Officer, Sandwell Partnership**

## Increase in qualified sales leads

Not only does the new DataArt UK website look fantastic, we know that it's made a noticeable difference in the amount of qualified sales leads contacting us.

- **Peter Atalla, CEO, DataArt Technologies**

## A talented addition to our team

Zonica provide me with advantage of bringing them onboard if we are short of in-house resource. They match our standards, can wear our company hat in meetings, and support us extremely well.

- **CTO of a UK-based software development company**

# Contact Information and Next Steps

## Our Contact Details

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Website: <http://www.zonica.com>

## 1. Ring Us

Let's discuss your project, business, requirements and problems over the phone. We'll be happy to exchange ideas, discuss how Zonica can help your business, save you money, and make your project a success.

## 2. Meet With Us

Come to our offices in West London and we can discuss your business and how we can help. We'll tell you more about our company, our team, our capabilities and anything else you'd like to know.

## 3. Work With Us

As soon as you're ready, we'll get started. We'll meet your team, you'll meet our team and we'll get going immediately.

## 4. Refer Us

You won't be able to help yourself! 100% of our clients are positive referrals and this is important to us.