



BETTER CONTACTS, MORE CLIENTS

**Now is the time:
Make your advertising even more efficient!**



THE RIGHT SOLUTION – EVEN IN DIFFICULT TIMES

An example from the last quarter of 2010 makes it perfectly clear: Again in 2011, a well-organised marketing strategy will reach numerous qualified seminar participants.



SHAREWORK

The Sharework GmbH was founded in 1990 and quickly made a name for itself in the sale of stock exchange software. For the past years the company has continuously expanded its commitment to the E-Commerce sector with for example the syndication of shop-solutions for finance portals.

Some of Germany's leading banking houses belong to Sharework GmbH's growing list of clients which include, Helaba, Dresdner Bank, Commerzbank, HypoVereinsbank, Deutsche Bank and the DG Bank.

With numerous events/presentations for well-known partners such as Saxo, Synthesis Bank or CMC Markets Sharework GmbH has demonstrated outstanding competence in the lead-generation sector.

OUR CLIENTS

The Sharework GmbH has obtained 75,000 clients whose income is far above the average. They characterise themselves with a high level of education and a pronounced interest in economics and finance.

Our clients take care of their own financial affairs. We offer top quality software and specialist literature for financial market analysis and tax law.

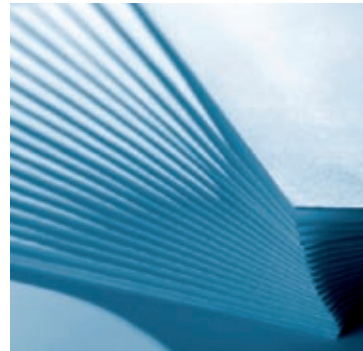
Be proactive

A successful seminar advertisement: an example from our marketing portfolio

OPTIMALLY HARMONISED

Together with your diverse product portfolio the Sharework GmbH achieves the best prerequisites for a successful and profitable advertisement:

- ▶ **Sale of stock exchange and finance software**
- ▶ **Organisation and realisation of training courses, seminars and road shows**
- ▶ **Individual consultancy**
- ▶ **Service contracts**
- ▶ **Syndication of finance shops (e. g. TRADERS' magazine)**
- ▶ **Target group expert reports**



SPECIAL OFFER

1,000 clients receive a letter with a book gift voucher



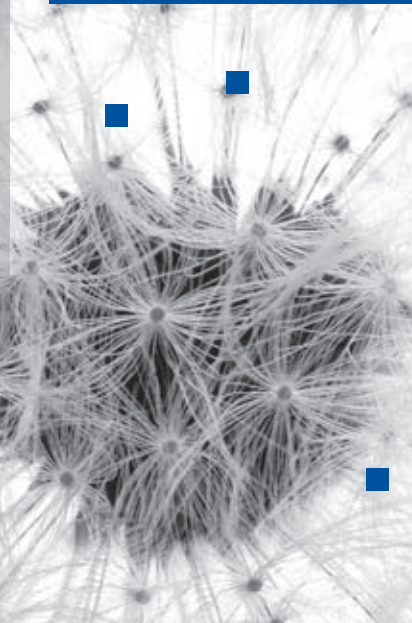
TELEPHONE ACQUISITION

500 clients will be invited by telephone



NEWSLETTER

35,000 clients will receive an invitation by e-mail



ONLINE ADVERTISING

35,000 content ads in standard or film format will be activated

SUCCESS CONTROL

User-tracking with professional tools



WELL-CONCEIVED
SUCCESS

LESS THAN 100 EURO PER LEAD

A very high response quota is achieved by means of a well-organised marketing strategy. This means that the price per lead is below 100 euro.

The most important factor for a successful marketing strategy is to use various advertising media for repeatedly contacting the client. The gift voucher provides a positive start and a lasting reminder that bolsters brand recognition.



► SUCCESS TRACKING

Here's how you can track the success of your advertisement. The Sharework GmbH carries out an accompanying success tracking in which every lead is carefully examined to ascertain which part of the marketing strategy proved to be decisive.



WE ARE GLAD TO HELP YOU

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Thank you!