

# ABOUTCENTEX

Centex Technologies is an Information Technology consulting company with offices in Central Texas and Dallas. We assist businesses by providing technical support to customers around the world. Our certified consultants provide a wide range of services to advise, install, service and repair, configure, maintain, and teach Information Technology.

Our highly skilled and professional staff has extensive experience in diverse areas such as Network Administration, Software Development, Technical Support, Web Development, Search Engine Optimization and Graphic Design. We serve medium to large scale businesses in helping manage their online presence.



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**INTERNET  
MARKETING**  
POPULARIZING YOUR WEBSITE

## SOCIAL MEDIA MARKETING (SMM)

Centex Technologies has an expert team, which develops specialized campaigns to market your business on social networks such as Twitter and Facebook. Twitter and Facebook have managed to surpass almost all other social networks. With over 400 million users on Facebook and over 100 million on Twitter, these two platforms have enormous potential. We develop strategies for social media campaigns, such as targeted Facebook advertising to reach certain demographics, to help you develop the best way to expose your brand to the right users.

Social Media Marketing helps:

- Improve website traffic and track visitor behavior
- Increase brand exposure
- Make customers accessible 24/7 with the click of a button

## SEARCH ENGINE OPTIMIZATION (SEO)

Search Engine Optimization is highly effective at generating great exposure for your website. Using SEO can rank your company's website to be among the top results in search engines. We use White Label SEO and Organic SEO techniques for campaigns. After extensive research we target specific keywords that will produce the best results for your business. Among other techniques, our SEO campaigns include:

- Directory Submission
- Link Exchange
- Blog writing and maintenance
- Social Bookmarking
- Video SEO
- Google Analytics Tracking installation
- Press releases
- Title and Meta Tag optimization
- ALT tag optimization
- Page linking

We understand that no two websites are the same and need individualized campaigns. We take the time to carefully devise an optimal strategy that will best suit each site.

## PAY PER CLICK ADVERTISING (PPC)/PAY PER ACQUISITION (PPA)

Centex Technologies specializes in advertisement campaign management for top search engines like Google, Yahoo and Bing. Our expert team utilizes cutting edge technology to create and manage the PPC and/or PPA campaigns for your business. One benefit of PPC and PPA is that you only have to pay if the ad is clicked or accessed, rather than flat rate monthly advertising fees. This is a good brand-building tactic if your business is geared towards an Internet presence.

The entire process is targeted to deliver maximum return on investment (ROI) for you. We are successfully managing campaigns for clients by improving the ad quality score and getting higher positions for ads in Internet searches. Some of our clients include large online stores, ticketing companies, real estate agents, and financial companies.

## MOBILE PHONE MARKETING

The latest in marketing trends is Mobile Phone Marketing. Text message based marketing has been prevalent for quite some time now, however, graphic and video content-based marketing is gaining popularity with advanced smart phone availability and higher bandwidths. We specialize in strategies to market your business through mobile phones. We manage accounts with the mobile ad networks available online to deliver better targeted advertisement campaigns. Mobile phone marketing is a great way to market your company for many reasons, such as:

- 285+ million Americans carry mobile phones – over 90% of the nation's population  
(Source: CTIA – December 2009)
- Cell phone subscriptions will surpass 5 billion globally in 2011  
(Source: International Telecommunications Union)
- The global mobile advertising market will be valued at over \$16 billion by 2011  
(Source: ABI research)
- 80% of teens carry a wireless device, and more than 50% view their cell phone as the key to their social life  
(Source: CTIA survey, Teenagers: A Generation Unplugged)

The mobile advertisement space is growing at an enormous pace and your company would benefit greatly from marketing in it!

## ONLINE MEDIA BUYING

The traditional online advertising of media buying and ad placement is as popular as Pay-Per-Click advertising. We provide specialized media buying services to get text, graphic or Flash ads on the appropriate websites. Our media buying campaign involves:

- Finding and buying media for our client after extensively researching the right targets and ad placement locations.
- Ad trafficking and tracking the implementation of the creative.
- Campaign optimizations by monitoring and changing the ad placement, and their locations.
- Thorough reporting and analysis provided to our client for their media campaigns.

**WE MANAGE MEDIA BUYING AT A GLOBAL LEVEL,  
SPECIALIZING IN THE US, UK AND AUSTRALIA MARKETS.**

