



Why Beerain

Our eCommerce Managed Solution allows SMEs to have the same level of service as BlueChip companies, but without the associated BlueChip price tag. Here are some of the reasons why we're the right choice for you:

- We only make money if you do (our payment model reflects that)
- We guarantee that you will experience a steady sales growth
- We are eCommerce Managed Solution specialists
- Enterprise level end-to-end solution and support
- A clear Satisfaction Guarantee
- Fixed monthly fee (covers everything including solution, maintenance and support) – this way you can plan ahead without unexpected costs
- We are not “techie” people – we speak in plain English

Guarantees

1. Sales & Return on Investment

We guarantee that you will experience a steady sales growth. The return on investment (ROI) is typically 7 - 12 months from the launch of the website. On the other hand, we've had clients who have seen a full ROI within the first 5 months and earlier. It is hard to predict due to all the variables in play, but one thing you will be assured of is that after the launch of the site, you will see a visible improvement in your online sales.

With our unique fixed monthly fee approach, you can be safe in the knowledge that whatever happens, the price will remain the same, month in month out.

2. Satisfaction

After the first year of the contract, as long as you provide us with a 3 months notice, regardless of the length of your contract, we are happy for you to exit the contract at any point from then onwards without incurring any penalties.

We give all our clients this piece of mind so that you understand the level of commitment we have in every project.

3. Clear pricing

We guarantee that you will not have to worry about any fees apart from your agreed fixed monthly fee. Other fees may be added if you choose to take up any services outside your normal package entitlement, but these will be made clear to you before you start using those services.

4. What we need from you

You need to be fully committed to your eCommerce website and be keen to put in some work in order to make it a success. Our team is very good at what we do, but we're not magicians. Your website will only ever reach its full potential once it has your full support and attention. We will not enter a contract where we feel that the clients are unsure of their commitment to the project.

What's included in a typical package

For one fixed monthly fee, we will take full responsibility for designing, optimising, maintaining and marketing your new eCommerce website. You will only be responsible for the content.

1. Web design and development

- Feature packed eCommerce website including product comparison, product reviews, one page checkout, guest checkout, polls, visual checkout and so on
- Sophisticated Content Management System (CMS) – allows you to easily update any area of the website without having knowledge in programming
- Online shopping cart payment facility using any of the most popular payment gateways, accepting most credit and debit cards

2. eMarketing

- Search Engine Optimisation
- AdWords campaign support
- Regular newsletter design and broadcast
- Social Networks (Facebook and Twitter) creation and support

3. Reports

- Analytics campaign reports
- AdWords campaign reports
- Newsletter campaign statistics
- Sales reports, visitor and customer statistics

4. Maintenance & support

- Dedicated Project Manager (single point of contact)
- Domain registration
- Secure Website Hosting
- Unlimited email accounts

Frequently Asked Questions

1. Apart from the fixed monthly fee, which other costs are there?

Our clients only pay one set monthly fee, month in month out.

2. How can you afford to offer a Satisfaction Guarantee throughout the contract?

Should you really put up with a service provider you don't particularly like? In the unlikely event that you wish to leave us, we prefer to release you from your contract, than to have you paying for something you don't want. Just because other companies will tie you in, that doesn't mean that it's the right thing to do.

3. What exactly is e-Commerce Managed Services?

If you have purchased or are thinking about acquiring an eCommerce website, the likelihood is that you will be charged a large fee for the website design & development and then be required to pay for ad-hoc updates and ongoing maintenance on top of your monthly hosting payments.

Beerain is only interested in building a long-term relationship with you, that's why we take all the risk over the short-term and only charge a fixed monthly fee instead. This system not only requires less capital from you, but it also allows you to have more control over your cash flow, therefore substantially minimising your risk.

4. How can you be so confident that you will provide a good return on the investment?

We know that there's an array of areas which can be worked on in order to improve online sales for most eCommerce websites. In many cases there are basic stuff that have been overlooked by the original developer such as usability or design faults, but mostly, there's a lack of attention to search engine optimisation (SEO) techniques, too much or too little money being spent in Adwords, and also a visible lack of sales channels (ie. Integrating your website with Amazon so that as you add a new product to your site, it automatically gets listed on others as well). In simple terms, the outstanding ROI is easily reached by allowing your eCommerce website to achieve it's full potential and also by cutting costs in areas such as Adwords by an effective management of SEO. Social media will also play an important role in driving traffic to your website. Combining this with a proactive approach to managing your website statistics creates a recipe for success.

5. How long do clients have to stay with you for?

Clients stay with us as long as we make them money.