



# Increase Brand Visibility & Enhance User Experience

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With Microsites from Novatross

# The Power of Microsites



## What are Microsites?

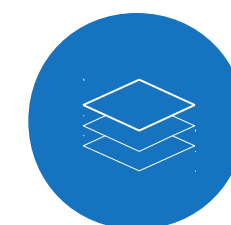
Microsites are stand-alone, extension websites of your main branded website. They are used to drive a targeted campaign or generate traffic towards an event or service. The more microsites a brand/organization has the more exposure they can generate. A well deployed microsite network is an invaluable resource to any organization.

## Why Microsites?



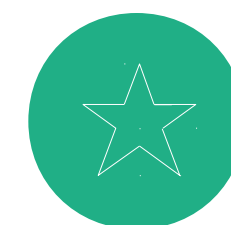
### Improve Exposure

Greatly enhances brand and service exposure.



### Maximize content

Content aggregation drives S.E.O



### Creates Advertising Channel

More microsites increases advertising revenue potential



### Brand Authenticity

The larger the web presence, the more identifiable a brand is.

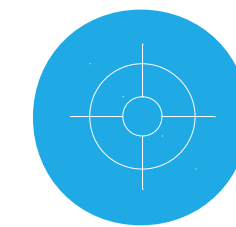
## Club-based Microsites

Novatross offers a Club-based microsite package. This service package allows brands/organizations to build and maintain a comprehensive microsite network. Our service packages offers feature rich, dynamic microsites.



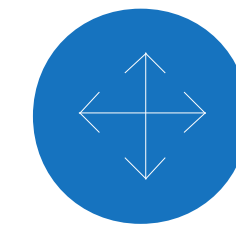
### Interactive Widgets

Dynamic and interactive tools which enhance the end user experience.



### Easy Content Management

Easy content management using a simplified backend admin panel.



### S.E.O Tools

Integrated tools drive your web and search engine visibility



### Service Support

Service support reduces go-to market timelines and adoption curve



### Template Options

Boiler plate templates allow site variations

# Microsite Features

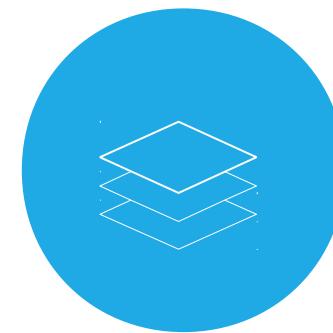
Do more with less

4



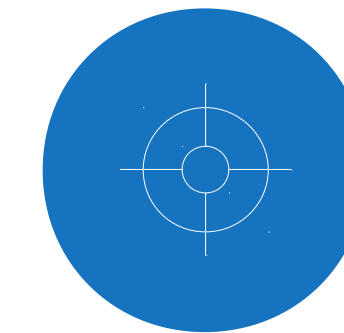
## Event Calendar

Create and manage individual club events and meet-ups.



## Club Newsletter

Create and deliver content to member mailing lists



## Google Web tools

Leverage google webmasters tools to increase visibility & generate reports.



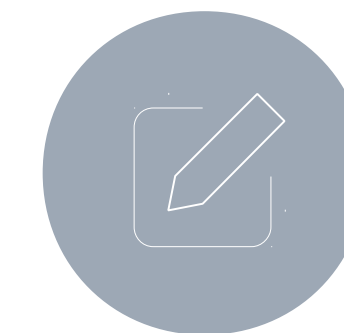
## Social Media Hooks

Integrated social media hooks allow clubs to deliver content dynamically



## Club Galleries

Let clubs showcase their activities in full color.



## Blogs

Create unstructured content that allows members to exchange stories.

Novatross  
11175 Cicero Drive  
Alpharetta GA 30022  
United States

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**Invoicing and shipping address:**  
Skal International USA

Skal International USA

## Quotation # SO011

**Quotation Date:** 07/05/2017 19:08:13  
**Salesperson:** Chile

| Description   | Quantity       | Unit Price | Taxes | Price     |
|---|----------------|------------|-------|-----------|
| Skal Microsite setup, configuration and user training | 1.000 Per Site | 300.00     |       | \$ 300.00 |
| <b>Total Without Taxes</b>                            |                |            |       | \$ 300.00 |
| Taxes   |                |            |       | \$ 0.00   |
| <b>Total</b>  |                |            |       | \$ 300.00 |

This Quote is Valid for 30days from the date of Issue. Quoted prices are subject to change after 30 days. Quote does not include site hosting and support fees.

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**Invoicing and shipping address:**  
Skal International USA

Skal International USA

## Quotation # S0012

**Quotation Date:** 07/06/2017 14:24:49  
**Salesperson:** Chile

| Description                                | Quantity        | Unit Price | Taxes | Price    |
|--|-----------------|------------|-------|----------|
| Skal Microsite Monthly Hosting and support | 1.000 Per Month | 25.00      |       | \$ 25.00 |
| <b>Total Without Taxes</b>                 |                 |            |       | \$ 25.00 |
| Taxes                                      |                 |            |       | \$ 0.00  |
| <b>Total</b>                               |                 |            |       | \$ 25.00 |

**Novatross**

# THANK YOU

Looking forward to working with you.



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## **BUILDING ADDRESS**

11175 Cicero Drive Alpharetta Ga,30022

## **BUSINESS HOURS**

Monday – Friday: 9am to 5pm

## **EMAIL**

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## **TELEPHONE**

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