

Moreketing

Cloud Marketing Services

There are different views and definitions on Cloud Marketing. Here we explain the benefits of different Cloud Marketing from MaaS to Online Marketing.

The Cloud

You can find endless blogs and news on the concept of Cloud Computing and 'as a Service' (aaS). The concept of Cloud Computing is often depicted as the next generation of computing. Instead of maintaining your own infrastructure and resources you simply outsource to specialised providers who provide customisable, flexible and on-demand services in the cloud and over the internet.

Manual marketing processes are not available via a browser yet they can be simply managed at lower cost through the cloud. Physical marketing output can be facilitated via cloud infrastructure and online marketing is delivered in the cloud.

Cloud Marketing - MaaS

Marketing as a Service is a strategy of outsourcing your company's marketing operation. In this case the MaaS provider simply becomes your company's marketing team, managing all the tactical aspects of marketing from:

- Event and webinar management
- Creative
- Product Marketing & Management
- Company representation
- PR relationships
- Branding
- New media
- Localisation of collateral
- all other aspects of marketing including mousemat design!

Marketing as a Service is ideal if you require marketing support in a region that you have no coverage or if -due to budget limitations- do not have a fully staffed marketing team. As your marketing team has been outsourced and is no longer based within your company the marketing service can now be described as being located in the cloud hence Cloud Marketing.

Cloud Marketing – MAaaS

Marketing Automation as a Service and Marketing as an Automated Service (MAaaS) are sometimes mistakenly referred to as simply (MaaS). MAaaS applications however are software solutions (eg online content management and marketing systems) that enable the syndication and management of a corporate message out to third party and channel partners. Although MAaaS is referred to as Cloud Marketing it is a subset of Marketing as a Service and so could also be referred to as Software as a Service (SaaS)

Cloud Marketing - Internet Marketing

Tactical online marketing activities that a company or organisation may require are also correctly referred to as Cloud Marketing activities. These are marketing activities that occur and reap benefits from visibility in the cloud. These tactical activities include Search Engine Optimisation (SEO), Search Engine Marketing (SEM), e-mail campaigns, website & landing page optimisation, Pay Per Click (PPC) advertising campaigns, Social Media Marketing on networks such as Twitter & Facebook, online brand improvement and online customer conversions.

Benefits of MAaaS (SaaS)

The use of a MAaaS system benefits a vendor as your message is consistently concise, as it is passed through to the direct end user facing sales team. The direct sales team benefit as new content is available the instant the vendor publishes it. Drastic reduction in associated costs in relation to the dispersal of a vendors message, with almost instant availability of the correct corporate message via all access points.

Moreketing

Why choose MaaS?

According to Peter Drucker the self described Social Ecologist & Management Consultant, there is nothing more important for a business than marketing –

“Because the purpose of business is to create a customer, the business enterprise has two - and only two - basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs. Marketing is the distinguishing, unique function of the business.”

Companies need to ensure their marketing operations are as efficient as possible. Using Cloud Marketing (MaaS) allows a company to spend more time on their marketing strategy while offloading the tactical work to dedicated marketing organisations such as Moreketing.

With the Moreketing Marketing as a Service (MaaS) all the tactical work is done in the cloud so the cost savings that are associated are exceptionally appealing. Moreketing can integrate and manage (MAaaS) solutions.

Why promote through Internet Marketing?

The internet is vast, as is the array of diverse applications & processes required to ensure your company is promoted and visible on it. Every aspect of new media online marketing is covered under the term Cloud Marketing. Individually these diverse processes & technologies may not reap the vanity demands of a company however when they are combined the results can be outstanding. From enterprise class vendors & resellers who require B2B online promotion and campaigns; to end user focussed & consumer based B2C campaigns. In depth Search Engine Optimisation (SEO) research will provide your company all the information required to get your business more exposure on the web and more likely higher rankings on search results. For a small fee, our Pay Per click (PPC) advert campaign management takes the hassle away from online advert brokering, campaign setup, advert copywriting, editing and placement. Moreketing manage & reduce the costs and therefore your company are able to benefit from low cost per acquisition (CPA) advertising.

Moreketing - Cloud Marketing

Moreketing specialise in strategic outsourcing of all your marketing requirements and can provide your organisation with a Cloud Based Marketing as a Service (MaaS). We can also provide your organisation with greater exposure on the internet by excelling in the Cloud Marketing activities listed.

Moreketing have provided Cloud based Marketing and successful campaigns solution services to other leading cloud solution (aaS) providers and integrators such as:

- The worlds leader in whitelist malware protection, whose real time protection is provided by its global online cloud based community of advisors.
- The European leader in Virtualised and Unified environmentally friendly datacentre implementations.
- The UK's premier online backup vendor who is able to backup the majority of UK schools.

About Moreketing

Founded in 2008 but with general marketing and Product Management skills spanning decades. Moreketing have provided search marketing with online marketing advice & research to multiple organisations for several years. Our IT Product Management experience is gained from our founders product work with large IT organisations such as:

- Quantum - IT enterprise class Storage
- Emulex -IT Networking
- Shuttle Tech -Consumer Peripherals

Our client base is steadily growing and the growth to-date is 100% organic through recommendation from previous and current clients.