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**The Staff Like Agency for every  
type of Business.**

LOOK AHEAD. THINK ETERNAL  
WHAT YOU DO, DO ON PURPOSE!



## Welcome



At Market Forever, whatever your vision, we are here to help build your brand. Our primary aim is to make a difference in your marketing, business and work life. Whether you're thinking of starting a business or looking to rebrand; Market Forever has the experience and expertise to help you reach your goals.

We are dreamers and makers, intensely passionate about not just understanding the digitally driven consumers of today, but designing where they'll be tomorrow. With our quirky and creative team and our experienced developers, we can offer different services to benefit every goal you have for your business.

Digital Marketing has evolved in recent years and there is now an enormous, ever-growing virtual world out there that we can help you navigate. Join the #MFJourney today



Serving entrepreneurs since 2017.....

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## Facts

- The average consumer attention span is 8 seconds
- 75% of total marketing budgets will go towards Digital Marketing
- Google and Facebook earn more than the world's traditional media outlets
- Content with relevant images gets 94% more views
- Youtube has a higher engagement and lower bounce rate than twitter and facebook
- Only 17% of marketers use landing page A/B tests to improve conversion rates.
- About 64% of marketers actively invest time in search engine optimisation (SEO)
- SEO drives 1000%+ more traffic than organic social media
- 70% of marketers are actively investing in content marketing
- As of Q1 2020, there are 2.6 billion monthly active Facebook users
- LinkedIn is the second-most popular social media platform used by B2B marketers, ranking only behind Facebook.
- Increased exposure is the most commonly cited advantage of using social media for marketing purposes among global industry professionals.
- Improved traffic, lead generation, and growing fan loyalty are among the top reasons why marketers see value in employing social networks in their campaigns.



## How is marketing relevant?

A marketing orientated approach means a business reacts to what customers want. The decisions taken are based on information about customers' needs and wants, rather than what the business thinks is right for the customer. Most successful businesses take a market-orientated approach.

Most markets are moving towards a more market-orientated approach because customers have become more knowledgeable and require more variety and better quality. To compete, businesses need to be more sensitive to their customers' needs; otherwise, they will lose sales to competitors.

Use market orientations when you want to understand, anticipate and satisfy your customer needs. You may already be operating somewhere in between orientations. Companies can be anywhere on the spectrum as well as having different products at different orientations.



### What does it achieve?

A sense of what customers want

Links customers needs to company capabilities

Builds relationships

Creates vision

Greater internal marketing and communications

Tracking and information systems for further research and evaluation.



# About us

## OUR VISION



Our vision is to deliver a highly recommendable service. We want to stand out from the crowd of freelancers and marketing agencies with our leadership, commitment and loyalty to every one of our clients- big or small. We want to be the go-to place for business owners, individuals, non-profits and those who are interested to enter into the field of marketing. We want to recruit, build, retain and grow our clients and staff to achieve their dreams

We are one family, different people, different races and in different places. We give equal opportunity globally – a 24/7 marketing family!

We train the next generation!

We aim to provide exceptional and innovative marketing services, whilst educating and training our clients on the strategies we use.

We provide a 360 solution – a centralised agency for all your needs!

## OUR MISSION



Our team is committed to taking an initiative approach, working creatively and building a relationship with our clients to ensure that we provide a service that fully meets their requirements. We are dedicated to continually strive to maintain a high standard of customer service through a developed and comprehensive system.



## WHO WE ARE?

We aim to provide exceptional and innovative marketing services, whilst educating and training our clients on the strategies we use. We provide a 360 solution – a centralised agency for all your needs!

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## Why our agency?

At Market Forever we have the joy of working with all types of industry, providing peace of mind for all business owners, entrepreneurs or individuals.

We help our clients by taking over day-to-day marketing activities, learning how to fix an issue, the anxiety of having to do business alone and not having an inhouse team with 360 knowledge of marketing and so much more.

## Our Creative Process



Simply, the creative process is the framework for creativity and experimentation that results in something new being created. This includes poems, ebooks, hit songs, podcasts, art, companies, painting, and anything in between.



„Transparency is the best form of communication. What we do, let’s do it with purpose” – Market Forever CEO

We know that no two events or projects are the same, so we always approach new projects with an open mind and adjust our methods to fit the circumstances. But although the

specifics of our process are different from project to project, the basic steps that we take to help our clients produce outstanding events follow the same general path.



### Discovery

Industry and Competitor Analysis



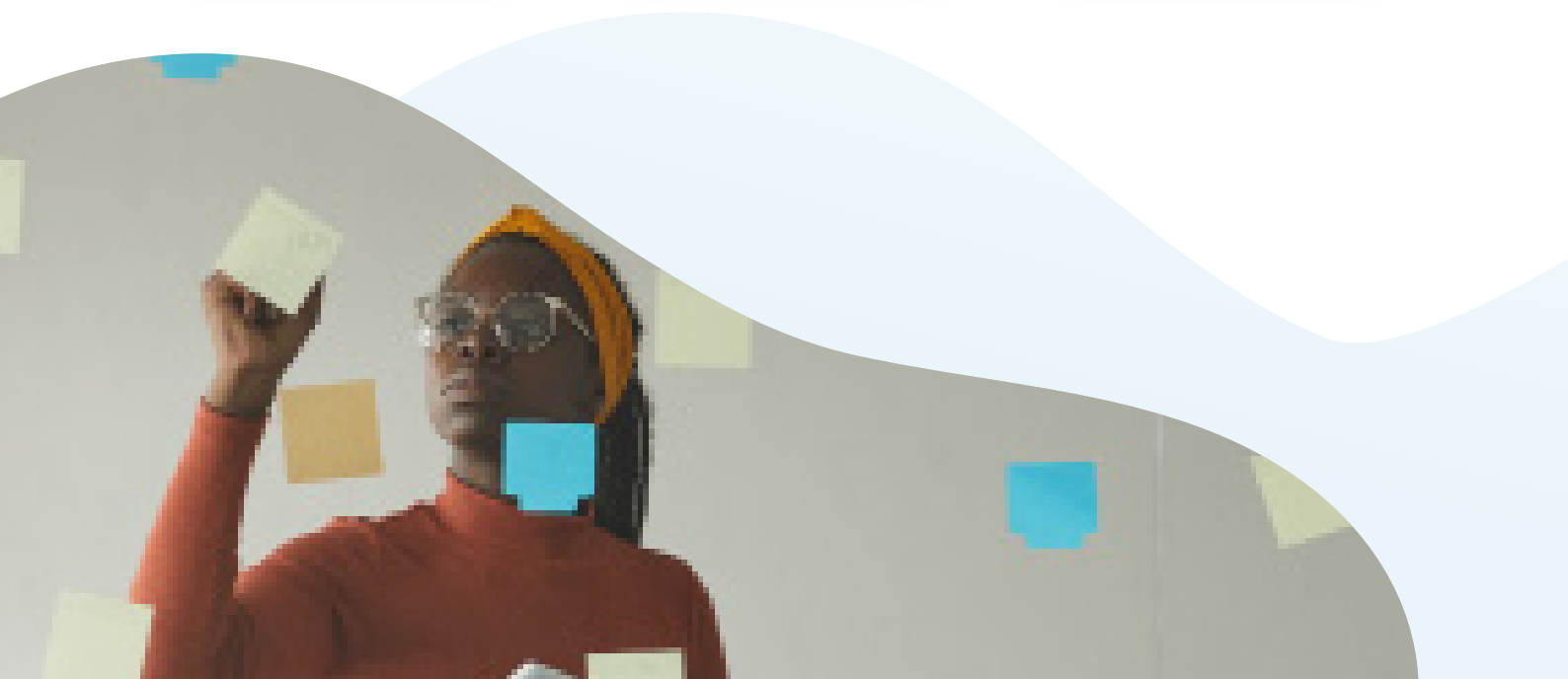
### Research

Prep work and idea generation



### Design

Create the action plan, present and sign off.





- ✓ Understanding your target audience to communicate effectively.
- ✓ Learn and evaluate performance based on data.
- ✓ Understand your business goals and expectations.
- ✓ Implement new techniques and grow your digital footprint.

After you have completed all your creative market research, it's time to start thinking about solutions. The Ideation stage is where you process all the learnings from your creative market research and begin to find inspiration and incubate ideas for a possible solution. There are 2 key phases of the ideation process that should be repeated several times to arrive at a solution worth investing further time and resources into.

The creative process involves critical thinking and problem-solving skills. From songwriters to television producers, creative individuals generally go through five steps to bring their ideas to fruition—preparation, incubation, illumination, evaluation, and verification.



### **Refine**

Data analyse and Optimise.



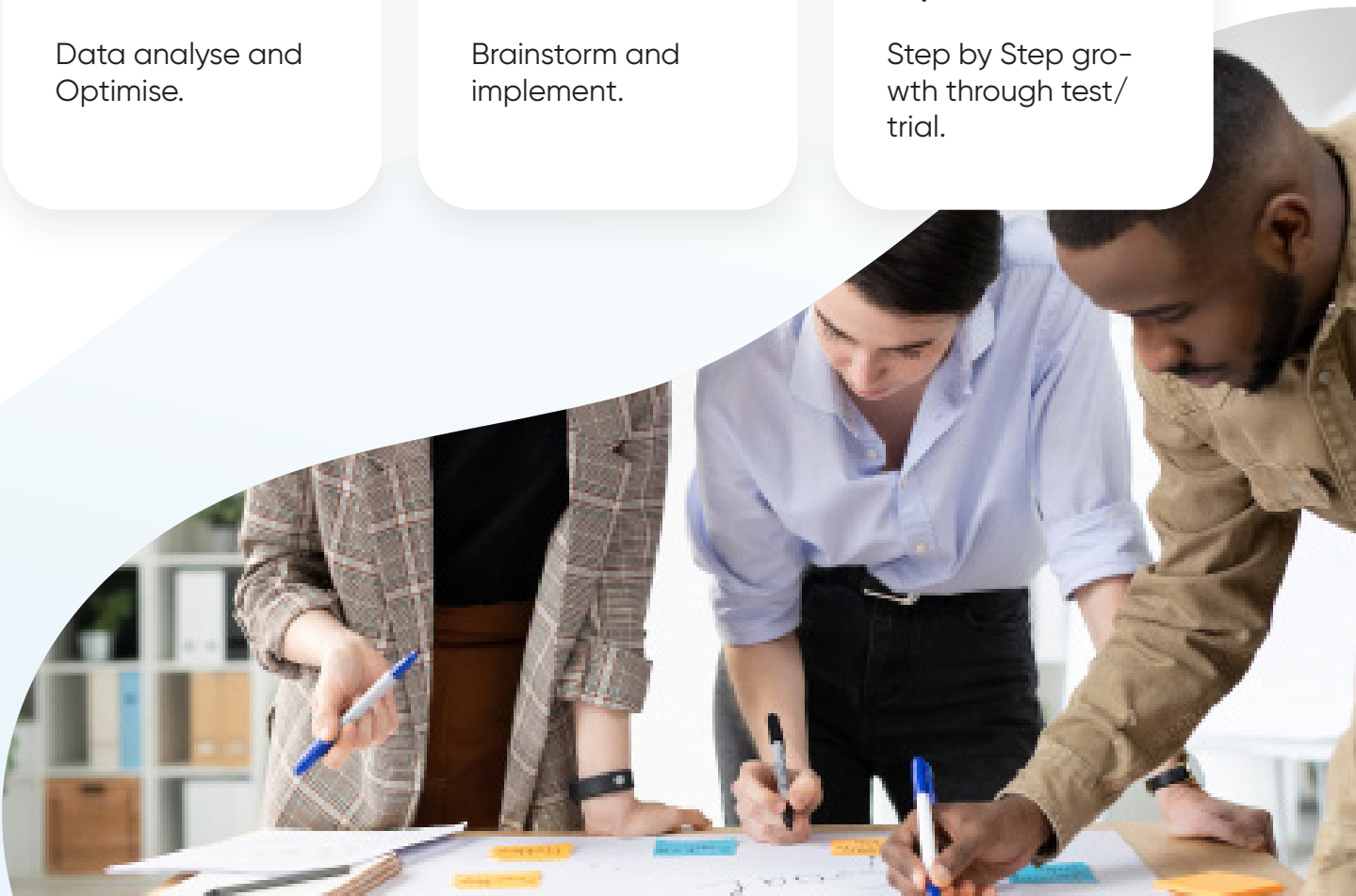
### **Launch**

Brainstorm and implement.



### **Improve**

Step by Step growth through test/trial.



# TESTIMONIALS



**Prasath ZooZai ThaZan** reviewed Market Forever – 5★  
16 July · Q

I highly recommend MF! I especially value what these guys have put together under a very tight schedule. Gisela and her team mates are very responsive to messages and feedback. I asked for quite a few changes and experimentation in the video they produced. All suggestions have been integrated and presented in due time. At first I was not even 100% sure what I wanted, but these guys have a very structured approach in which they help you identify the problem you try to solve and how a teaser or explainer video could have the best reach and impact. For sure going to consult them again. Their skills on Adobe products like After Effects is insane. The market price for that type of knowledge is usually much higher than what they charge! Keep up the good work 😊 Greetings from Germany!

...



**Bete Bala** reviewed Market Forever – 5★  
22 April · Q

Well the experience was just overwhelmingly positive. Even though it was obvious that Gisela was multitasking, this did not detract from her overall engagement, empathy and proactivity in immediately having a solution for each and every challenge that we were confronted with. It was as if she actually enjoyed the challenges with an uncanny sort of faith. Like she was saying, "I know I'm going to kick your 'soft spot' you challenger" She would have won the "Miss Congenial... See more

...



**Regina Marbella** reviewed Market Forever – 5★  
31 March · Q

...

What a fantastic service I received! The recommendations on marketing were very helpful and now I use this company for my projects all the time. Highly recommended!



**Camelot Europe**  
1 review

★★★★★ 3 weeks ago

Thank you for the video marketing, testimonials and animation video done in such a short time! Team is excellent and one can see dedication and good response in short time frame. Will be using their service again!

# Our Services

## Social Media Marketing



Enhance your profile through social interactions/engagement

## Content Writing



Speak the language of your clients in different formats

## Website Design and Development



Create a virtual address with style and functionality

## Video Marketing



Display your content through visual moving captures.

## Online Presence Analysis



Online health check with a marketing plan of action

## Google PPC/ SEO



Be the users first option in search engine

## Affiliate Marketing



Use the power of collaboration to enhance your profile

## Email Marketing



Communicate through e-newsletters or texts

## Graphic Designs



High quality bespoke designs for online and offline content

## And more..



Check out our best offer a few pages away.

We are a team packed with more than 14+ years of experience and have many different marketing experts working together to elevate your business. Different from freelancers, at Market Forever, we aim to grow with you every step of the way by being adaptable and scalable as per your requirements and vision!



## Our social responsibility

Charity – We donate 10% of our monthly profits to different reputable organisations that help those less fortunate than us.

We have partnered with orphanages, homes and outreach programmes and give 10% of our profits each month to support those less fortunate. Our aim is not only to look after our staff, clients and partners; but to help make an impact on society with what we have.

### We are Creative Agency

Like our vision says, we will work together to raise your brand profile from start to finish. We are more than just your web team; we are your consultants when it comes to questions about hosting, designs or any plug-ins. We specialise in creating bespoke website plans that are mobile-friendly, meet your requirements and target your audience.

- Enquire about our services by speaking with one of our marketing specialists.
- Recieve a bespoke quote
- Digitally sign and start the onbaording process



## Meet the team

Market Forever is a team of dedicated individuals, working together to create a better future for our clients, our staff, our families and ourselves!

Our passion and foundation is simple: Share knowledge, Share experience and Build a relationship. Different from freelancers, at Market Forever, we aim to grow with you every step of the way by being adaptable and scalable as per your requirements and vision!



**Gisela Lyshetti**

Business Development  
Account Manager



**Satya Lyshetti**

CFO



**Amanda Rivera**

Social Media  
Manager



**Kevin Ruballos**

Graphic Designer



**Phoebe Gunn**

Content Writer

Call us: 0203 928 1473

For Sales or Referral Enquiries : [sales@market-forever.com](mailto:sales@market-forever.com)

For General Enquiries or consultations: [info@market-forever.com](mailto:info@market-forever.com)



## Our Marketing Niche

We work with many different industries across all niches, as we believe we can implement effective marketing strategies across the board.

We have successfully created strategies for clients that work across a wide range of different industries, including Health, Property, Pet Care, Product Dropshipping, Personal Training, Non-profit Organisations and much more... The sky is the limit!

## A 360 Agency for you

Our aim for this special package, is to create a pathway that, with the safety of a usual employee, you and your business will have 360 access to more than 10+ staff working individually to enhance your marketing strategies.

As you grow, so do we! We want to partner with the right brands who really appreciate all the hard work we put in and see the difference we can make in an organisation. Some of the words to describe us;



### Quality

Providing quality customer service to our clients.



### Security

Our team are dedicated to securing our work and strategies tailored to you.



### Innovative

With our monthly discovery call, we monthly review and amend how we can grow.



### Prosperity

As you implement marketing strategies on your business, your profile will grow.



### Free training

We not only deliver but we also train you on what we do, why we do it and how it's important.



### Payment Plans

We offer Payment plans to our clients so our expert knowledge can be sustainable for growth.





## Future plan

As the digital world evolves, so do we. At Market Forever, in the last 4 years, we have achieved more than we could imagine. But our success and passion drives us on further.

Still to come;

- Customer Portal
- Graphic Packages
- Domain, Hosting Services
- Telephony Service
- Partner Services
- Networking Services
- Event Hosting
- E-Magazine
- Softwares
- PR
- App/Mobile Developement
- Expansion to another country

and many more...

What is different from normal agency work?

More frequent meetings.

Bi-weekly meetings assigned to go over the progress

We will take care of all the marketing needs in the organisation, if it's not in our line of experience, then we find the right person we can outsource. For example – a PR agency or Influencers

We offer flexible plans ranging from monthly, 6 months, yearly, 2 year contract to work together and strive long term success.



**Kent  
Musculoskeletal Clinic**  
Helping people enjoy pain free lives

## CASE STUDIES #1

### Kent MSK Clinic

#### Services:

Website Design and Development, Social media management and advertising, Web Maintenance and Conversion rate optimisation, SEO.

#### Partnership:

Since December 2018

Many have already trusted us!

The client had a website which was not converting and not looked after. He was abandoned by his old development team.

We brainstormed on different ideas, new design ideas, content, keywords, social media and affiliate channel. We mapped a user journey to suit the website and helped to create the right look and feel that will suit his audience. Their social media profile was not optimised or used.

#### Results::

Conversion driven website.

Business grew 300% in the first year.

Social media engagements and Instagram followers increased

1st page of SEO (25+ keywords ranked)

Recommended over 5+ clients to us.

22 Messages to their Facebook inbox within a month



## CASE STUDIES #2

**MCC**  
MY COSMETIC CLINIC

### My Cosmetic Clinic

#### Service:

Website Design and Development, Social media management and advertising, Affiliate Marketing, Web Maintenance and Conversion rate optimisation, SEO. - All in One Package

#### Partnership:

Since Feb 2021

#### About the Client

The Client wanted to re-design her old website, handover the social media task to someone else, want help with IT related tasks, was fed up with current non responsive agency, rank on google and achieve the more leads through all marketing channels.



#### Results:

Bespoke Website Created

Social media ads delivered more than 15 surgical leads with a ROI of 500%.

Implemented solutions for 2 other brands alongside MCC

Amended the tone of voice and brand image

Started receiving Google My Business questions.

Recommended 2+ clients to us



## CASE STUDIES #3

### ASAP Personal Training

#### Service:

Website Design and Development, Social media management and advertising, Web Maintenance and Conversion rate optimisation, SEO.

#### Partnership:

Since December 2019

#### About the Client

The Client wanted a website that matched his many services. At the beginning, the client had a lot of ideas but needed help from our team to create a process and design that suited what he wanted to do.

After working together and brainstorming, we crafted a site that his customers enjoy visiting as well as customised the call to actions and process throughout our maintenance.

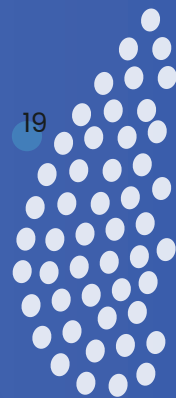
#### Results:

Conversion driven website.

Social media engagements and Instagram followers increased

1st page of SEO ( 7+ keywords ranked)

Recommended clients to us



## CASE STUDIES #4

### CC Grayes Estate



#### Service:

Website Design and Development, Social media management and advertising, Affiliate Marketing, Web Maintenance and Conversion rate optimisation, SEO.

#### Partnership:

Since April 2020

#### About the Client

The Client wanted to re-design her old website to a unique look and feel fitting to her confident personality.

She wanted to integrate her CRM for ease of property transfer and also update the content added to the website as there were many errors. She wanted to kick start her presence online with SEO and Social media.



#### Results:

Bespoke Website Created

Ranked 17+ Keywords over 1 year

Social media ads delivered more than 22 Leads with a budget of £100. ROI of 300%

Created a sync between CRM and Website

Recommended clients to us and joined our partner scheme.

95% of businesses  
fail because of bad  
marketing strategies.

Help your business  
succeed Today!

**London | Loughborough**

**[sales@market-forever.com](mailto:sales@market-forever.com)**  
**[www.market-forever.com](http://www.market-forever.com)**

**0203 928 1473**

