

CREATING SUCCESSFUL AND PROFITABLE WEBSITES

Sostre & Associates is more than your typical web design firm. With 10+ years experience, we understand how to build and operate websites that hit solid revenue goals and focus on conversions.

From our very first conversation, you'll discover that Sostre & Associates is different. We don't just ask about what colors you like or what fonts you prefer. We are interested in learning what you want your website to accomplish. Are you looking to:

- Increase your conversion rate?
- Generate more leads?
- Create more viral traffic?
- Simplify website management?
- Get more search engine traffic?



Our approach is comprehensive as we seek to learn about your business model, your target markets, and the unique challenges your business faces. After all . . .

Anyone can design a website, but our approach consistently results in successful websites that meet our clients' business goals.

A Revolutionary Approach To Web Design

Anyone can design a "pretty" website, integrate the latest technologies, and drive online traffic your way. But compelling those visitors to respond to your call to action is an altogether different challenge.

That's why internet marketing guru and CEO of Sostre & Associates, Pedro Sostre, pioneered Conversion Design, a revolutionary approach to web design that focuses on bottom line results: conversions.

Successful Conversion Design begins with a comprehensive understanding of your business model and target market. Once we understand your target audience, your unique value proposition and your business goals, we can develop an online presence that not only speaks to that audience, but also guides them through your site with ease until they take the desired action.

7 REASONS WE'RE DIFFERENT

- 1 Our website designs blend art and business to reap measurable financial rewards.
- 2 Our website designs are custom, never templates.
- 3 We guarantee projects are finished quickly and on-time.
- 4 You're assigned a dedicated project manager to answer all of your questions.
- 5 Our websites are Search Engine Optimized.
- 6 Our web design work has been showcased in *The Wall Street Journal* and *Revenue Magazine*.
- 7 Our CEO & Creative Director wrote the book "Web Analytics for Dummies."

We Understand Internet Business

There are lots of web design companies out there. Unfortunately, most of them don't know a thing about running a business online. That's where Sostre & Associates is different.

For over a decade, we have owned and operated several of our own successful web properties. We've experimented with and pioneered all sorts of strategies to generate traffic and increase conversion ratios for our own websites. And we've tested and implemented all of the techniques that we recommend to our clients. When you work with Sostre & Associates, you're not only getting a great team of designers and developers, but you're getting access to a team that understands the business of the Internet because we are out there doing it every day.



All Of Our Projects Are Finished Quickly & On Time

We know that businesses are often frustrated because web companies don't meet deadlines or have poor customer service. But at Sostre & Associates, we have a proven track record of completing projects on time or even early, and we can design and develop your website in as little as three months. With 11 staff members on our team, we ensure that you can reach us easily and get answers to your questions quickly. As a Sostre & Associates client, you'll be assigned a dedicated project manager, and you'll also have direct access to our CEO, Pedro Sostre, so you can reach him at any hour of the day.



You'll Get More Than A Web Designer . . . You'll Get A Website Marketing Partner

When you choose Sostre & Associates, we become your lifelong website marketing partner. We'll provide you with internet business consulting from start to finish. And even after your project is complete, we'll still be here to answer any questions you have and to help you continue meeting your unique business goals and objectives.

What We Do

We provide comprehensive design, development and consulting services to clients of all sizes and in all types of industries.

Design

At Sostre & Associates, we blend art and design with your unique business goals to create a website that is polished, modern and professional. Our creative team works with each client to understand the unique benefits of the products or services you're selling. Then, we create a design that appeals to your prospects and customers, clearly communicates your business' unique value proposition, and meets your unique business objectives.



“We are very pleased with the new website design done by Sostre & Associates. After implementing the new design, we see a 10-20% improvement in the conversion rate.”

JIM ZHU, President
InfoHub, Inc.
www.infohub.com



Development

Whether you need a simple brochure website or a complex web application, Sostre & Associates can develop any type of website or custom feature that your business requires. Our development solutions include:

- Website Management
- Multilanguage Websites
- E-Commerce Systems
- *DriveCMS*, our proprietary Enterprise Content Management System (CMS)
- Blog Design & Development
- Email Campaigns
- Presentations
- Logo Design
- Search Engine Optimization (SEO) Consulting
- Affiliate Consulting
- On-line Marketing Consulting

Our in-house proficiencies include: HTML, PHP, MySQL, Flash, LAMP, JavaScript, and AJAX. If your project requires other programming solutions, we work with tried and tested partners to create projects using ASP, .NET, ColdFusion, Java, Shockwave and more.

Consulting

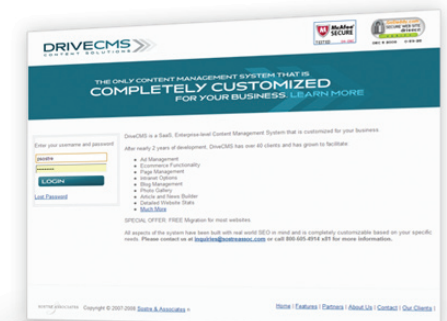
When you consult with Sostre & Associates, you'll have a one-on-one session with our CEO, Pedro Sostre, recognized Internet business and marketing guru with over 10 years of design and development expertise. Our consulting services help you to meet your business and website goals, as well as provide you with actionable steps to overcoming the biggest website challenges you face.

DriveCMS

Update Your Website Quickly, Easily & Without Having To Be An HTML Expert!

In today's competitive marketplace, we know that one of the keys to a successful and high-ranking website is to keep your content fresh and relevant. And the simplest way to do this is through a content management system (CMS), which allows you and your team to quickly and easily update your site. Having a CMS means that you'll never have to waste time again waiting for your web company to make changes to your site . . . and you'll save thousands of dollars on webmaster fees!

At Sostre, we've developed an affordable, easy-to-use enterprise-level CMS solution called *DriveCMS*. *DriveCMS* is customized for your specific business and web site goals and it allows you to easily update content, upload new photos and videos, create new web pages, sell products, promote events and register people, and more. Every aspect of the system is built with real world search engine optimization (SEO) in mind. And because *DriveCMS* is a paid software-as-a-service (SaaS) application, you won't end up using outdated software or paying for costly software upgrades, but you'll always have immediate access to the latest innovations as they are released.



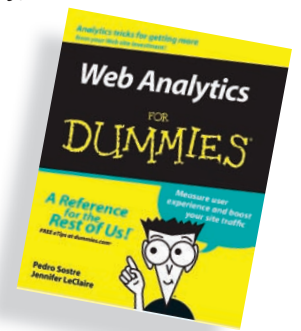
About Pedro Sostre

Principle & Creative Director, Sostre & Associates



An accomplished Internet marketer with several successful Internet properties, Pedro is a New Media entrepreneur who understands how to blend art and creativity with business goals and objectives in order to reap financial benefits for his clients. Pedro has consulted with companies of all sizes, including CBS Sportsline, BMW Motorcycles, Reebok and Motorola, among others. Most recently, Pedro co-authored *Web Analytics for Dummies*, a book that helps readers understand and unleash the power of Web analytics.

As Creative Director of Sostre & Associates, Pedro oversees design and development of every project and is available to answer any of your questions. That means that when you work with Sostre & Associates, you can be sure your project is backed by an industry expert with years of experience – and that it's developed with your unique business goals in mind.



“I have had the opportunity to work with Sostre & Associates on a number of different occasions. Each project they have worked on for us has been a huge success. Their project management is second to none. They have proven to be incredibly creative and go above and beyond to meet their client's expectations. They are great at setting timelines and working with the client to keep the project on track. Sostre & Associates understands the internet space and designs sites and online products that are both intuitive and appealing to the eye. I would recommend Sostre & Associates to anyone looking to build a site that stands out and grabs the user's attention.”

JumpTV • HARRY STIFF, Vice President • Trade & Partner Marketing • www.jumptv.com

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