

# CAPABILITIES DECK



Web Design & Strategic Creative Marketing



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#### Web - Contact Details

Email 1: [contact@webmate.agency](mailto:contact@webmate.agency)  
Email 2: [darius@webmate.agency](mailto:darius@webmate.agency)

Website: [www.webmate.agency](http://www.webmate.agency)

# **Empowering Your Brand: Precision-Crafted Strategy and Design That Connects**

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## Meet us

# Introduction & Welcome

**Welcome to Webmate Creative – your partner in crafting thoughtful brand strategies and collaborative creative design. Together, we bring your vision to life!**

At Webmate Creative, your digital success is our mission. We specialize in crafting eye-catching websites that not only grab attention but also pull in customers. Envision a site that looks impressive and operates intelligently, enhanced by clever automations. With us, your business will stand out online, giving you the freedom to concentrate on what you do best.

Webmate Creative – making your digital journey simple and successful.



*Darius D.*

Darius Dumitru  
Founder

# Hard Facts About Webmate

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## Some hard facts

Name:  
**Webmate Creative  
Agency**

Founded:  
**2018**

Customers  
**100+**



**4-8 wk**

Average Time to Complete  
Web Design Projects

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**+77%**

Average Percentage Increase  
In Clients Web Traffic

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**+5%**

Conversion Rate  
Improvement

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# The smart way we work

— Central To Our Vision



## Tailored Growth Roadmaps

We delve deep into your business DNA, understand your goals, and then craft a custom plan – a roadmap – showing you exactly how to grow. No one-size-fits-all. It's like having a GPS for your business success, guiding you step by step.

## Conversion-Driven Design

Think of your website like a superhero costume, not just something you wear but something that helps you win. We design your website not just to look good but to make visitors take action – like making a purchase or contacting you. It's not just a website; it's your digital sales machine.



“When Work Becomes  
A Lifetime Passion”

**WBMT.CRTV**

# Our Vision

## Striving to be the go-to partner for those aiming to conquer the digital domain effortlessly

### To be the unparalleled catalyst for businesses seeking seamless integration of technology and creativity

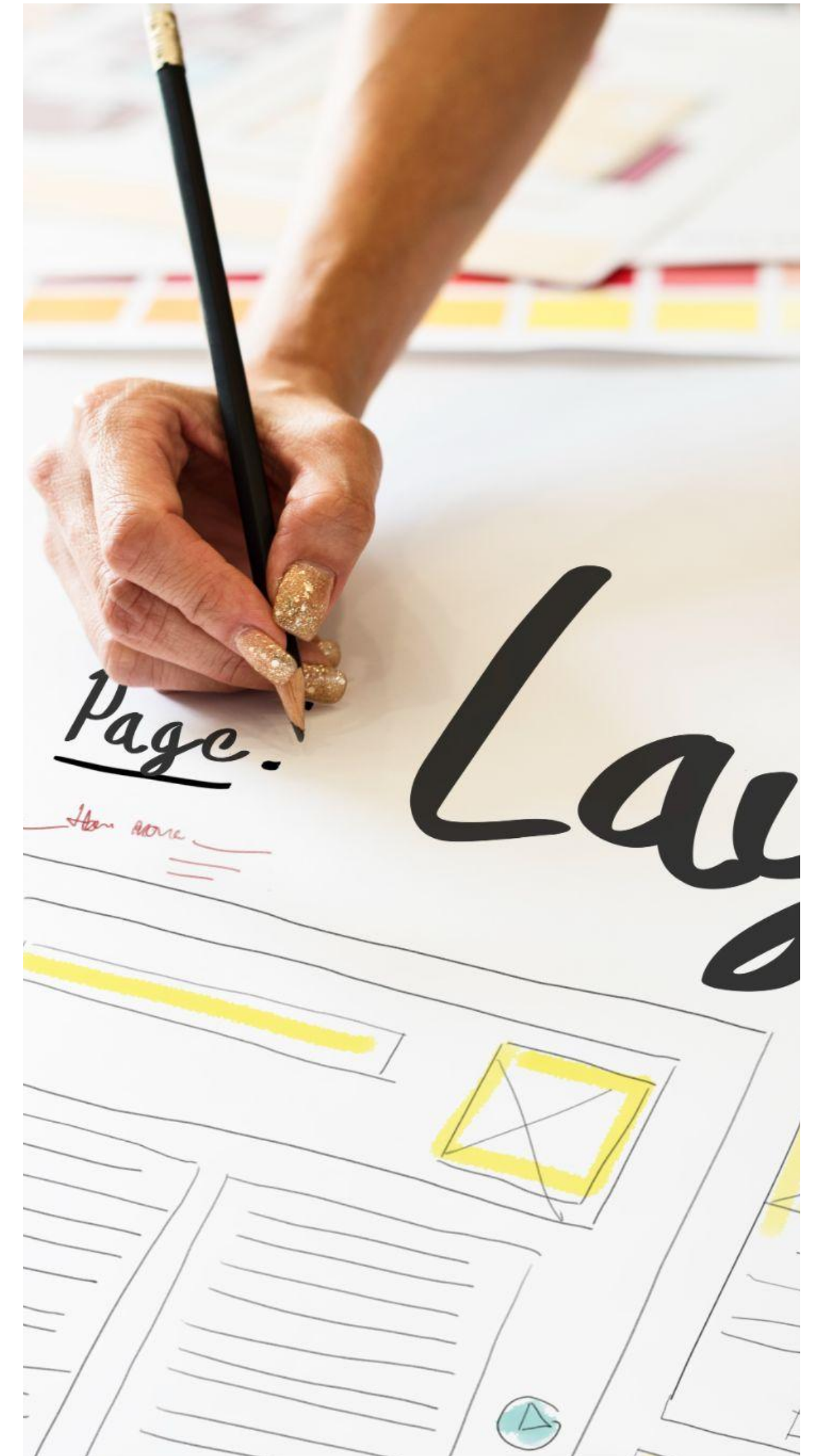
Our aspiration is to stand as the definitive force propelling businesses towards the perfect blend of technology and creativity. In a world where these two elements converge, we aim to be the catalyst that sparks innovation, creating a harmonious integration that propels businesses beyond conventional boundaries. Our commitment to being unparalleled lies in our ability to seamlessly merge cutting-edge technology with imaginative design, setting a new standard for what is achievable in the digital landscape.

### We envision a landscape where our expertise in web development, marketing, and automation becomes synonymous with unparalleled efficiency

In our vision for the future, we see a digital landscape where businesses transcend limitations through the seamless integration of our expertise. Web development, marketing prowess, and automation are not just services we provide; they are the pillars of efficiency that businesses lean on for sustainable growth. We aim for our name to be synonymous with unparalleled efficiency, signifying a level of expertise that ensures our clients not only meet but exceed their goals in the digital realm.

### Enabling businesses to thrive without the burden of constant customer outreach

Imagine a world where businesses can thrive without being weighed down by the incessant demands of customer outreach. Our vision extends beyond providing services; it encompasses creating an environment where businesses flourish organically. By shouldering the responsibility of customer outreach, we liberate businesses to focus on what truly matters – their products and services. This vision is rooted in the belief that a thriving business should spend more time perfecting its offerings and less time chasing leads.



# Partial Client List

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Orange™

Meliora

Fan Telecom Technology

Association for the Prevention and Control of Infections (APCI)

iFactory3D™

TTC Personal Training

GoClinic™

Poligy™

Stadent

London Brothers

Ecosere Modulare



How we can help



**Web Design**

**Web Development**

**Marketing**

**RPA (Robot Process Automation)**

**01//**

**Empowering businesses to effortlessly connect with their ideal audience and excel in the digital realm.**

In a rapidly evolving digital landscape, we strive to empower businesses by providing them with the tools and strategies needed to seamlessly reach and engage their target audience.

By leveraging the latest advancements in technology and digital marketing, we aim to equip businesses with the capabilities to not only connect with their ideal audience but also to thrive in the dynamic and competitive digital space.

# Our Services

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## Discovery

We uncover hidden opportunities, drive targeted campaigns, and propel your brand to new heights, maximizing your online presence and capturing your target audience.



## Web Development

Crafting digital experiences through innovative design and forward-thinking coding, ensuring your web presence is both engaging and functional.



## Robot Process Automation

Streamlining operations with automation, enhancing efficiency by transforming manual processes into sophisticated, intelligent workflows.



## SEO

Boosting online visibility and local discoverability, optimizing your digital footprint to elevate rankings and connect with your community.



## E-Commerce

Revolutionizing online shopping with abandoned cart recovery, customer loyalty programs, targeted discounts, and tailored user experiences to drive sales.



## Marketing & Sales

Fueling brand expansion through targeted Google Ads campaigns and impactful cold email marketing strategies, capturing leads and propelling sales cycles.



## Server Hosting

Delivering robust server hosting solutions, ensuring high availability, peak performance, and security for your digital assets.



## CRM Custom Build & Integration

Creating bespoke CRM solutions, tailored to unique business needs for seamless integration, improved customer relationships, and actionable insights.

# We want to provide more and better tools.

## Included Additional Services



### Accessibility-ready

Ensuring equal access and usability for all users.



### CRM Integrated

Seamless customer management within your business ecosystem.



### Website Owner's Manual

Comprehensive guide for website management and troubleshooting.



### Uptime Monitoring

Real-time website status and performance tracking system.



### Advanced Analytics

Robust data analysis with actionable insights & metrics.



### Newsletter

Customizable email campaigns for audience engagement & news.



### Reviews System

Effortlessly gather authentic feedback from your customers.



### E-Payment

Hassle-free, secure electronic payment processing solution.



### Online Polls & Quizzes

Engaging, interactive tools for user feedback and learning.



### Fast Support

Rapid, reliable support & technical assistance through our portal.

# Forecast

## Project and Investment Estimation



### 01 /// Marketing and Discovery

01. Discovery	\$250 - 2k
02. Digital Marketing (Google Ads/PPC, Email Marketing, Google Analytics)	\$1 - 5k/mo
03. Copywriting & Messaging	\$1 - 2k



### 02 /// Design and Development

01. Website Design & Development	\$2.5 - 10k
02. E-commerce Development	\$5 - 15k
03. Website Management (Website Maintenance)	\$150 - \$350/mo



### 03 /// SEO & Leads Generation System

01. SEO	\$500 - 5k/mo
02. Local SEO (Google Business Profile Optimization)	\$250 - 2k/mo
03. Leads Generation System (LinkedIn Campaigns, Cold Email Outreach)	\$1 - 5k/mo

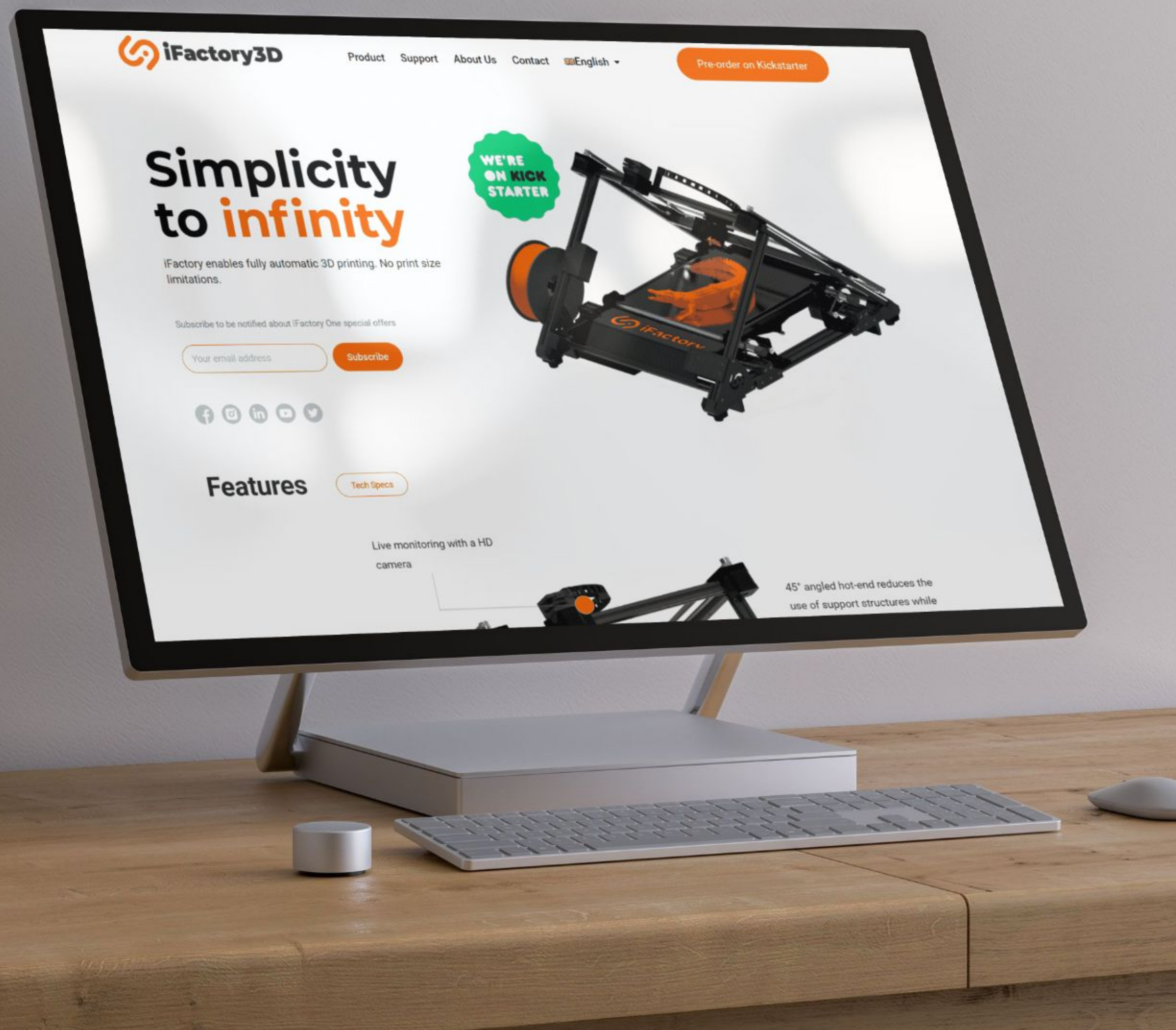


### 04 /// Custom Automations (RPA)

01. Robot Process Automation (RPA)	\$1 - 5k
02. CRM Custom Build & Integration	\$1 - 2k
03. RPA / CRM Management	\$250 - 2k/mo

# CASE STUDIES

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# iFactory3D

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## 001. // The Challenge

In 2018, iFactory3D set out to reshape additive manufacturing with an innovative sustainability machine.

Faced with the challenge of making this technology accessible, we joined forces with iFactory3D on a transformative journey. Our mission was to bridge the gap between groundbreaking innovation and widespread accessibility.

Working closely with iFactory3D's team, our vision materialized. We collaborated on defining strategic market positioning, formulating brand strategy, creating a distinctive brand identity, executing a comprehensive website redesign, and developing detailed brand guidelines.

## 002. // Deliverables

The deliverables provided for iFactory3D, encompassed a comprehensive suite of services designed to enhance their market presence and brand perception.

- Strategic Market Positioning Plan
- Robust Brand Strategy
- Distinctive Brand Identity
- Extensive Website Redesign
- User Interface (UI) and Experience (UX) Design
- Detailed Brand Guidelines

## Strategy & Approach

### 003. // The Impact

Webmate Creative's strategic interventions propelled the iFactory3D Kickstarter campaign to extraordinary success, surpassing the initial goal.

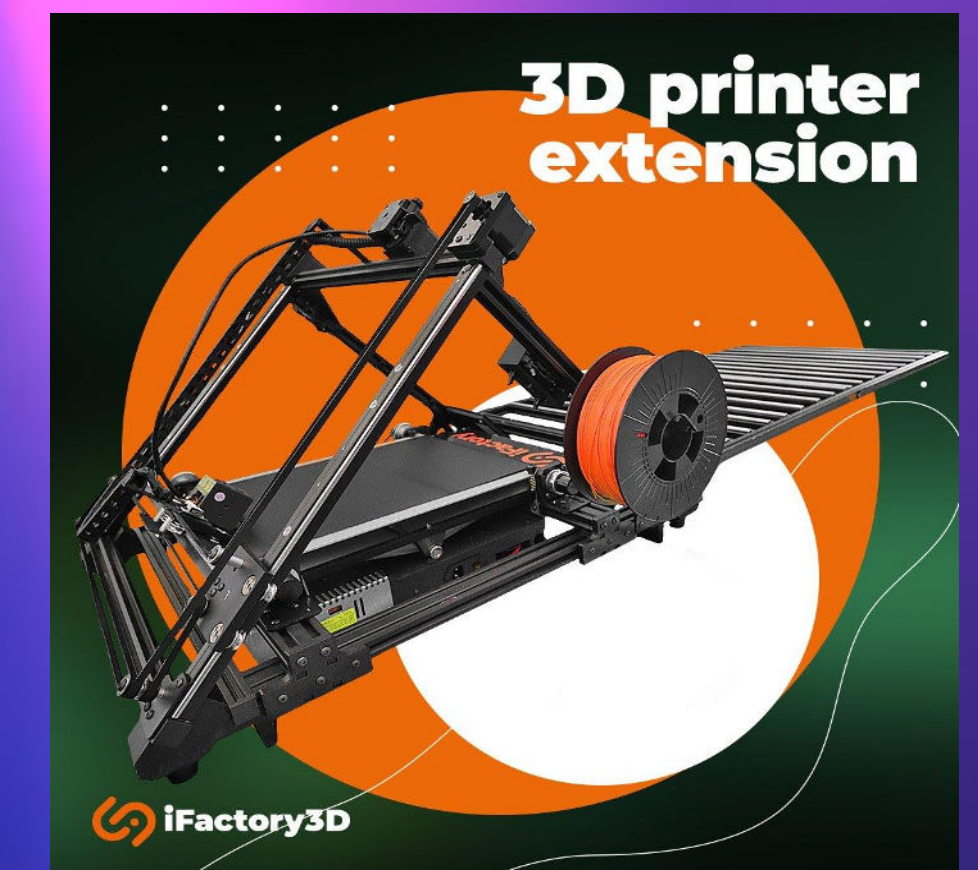
With a goal of €92,900, the campaign garnered an impressive €172,588 in pledges. This exceptional outcome not only exceeded expectations but also underscored the resonance of our collaborative efforts in making iFactory3D's innovative belt printing technology accessible to a global audience.

### 004. // The Testimonial

Working with Webmate Creative over the past two years has been nothing short of transformative for iFactory3D.

The impact of our collaboration was most evident in our Kickstarter campaign, where we aimed to make our belt printing technology accessible. Webmate Creative played a pivotal role in surpassing our funding goal.

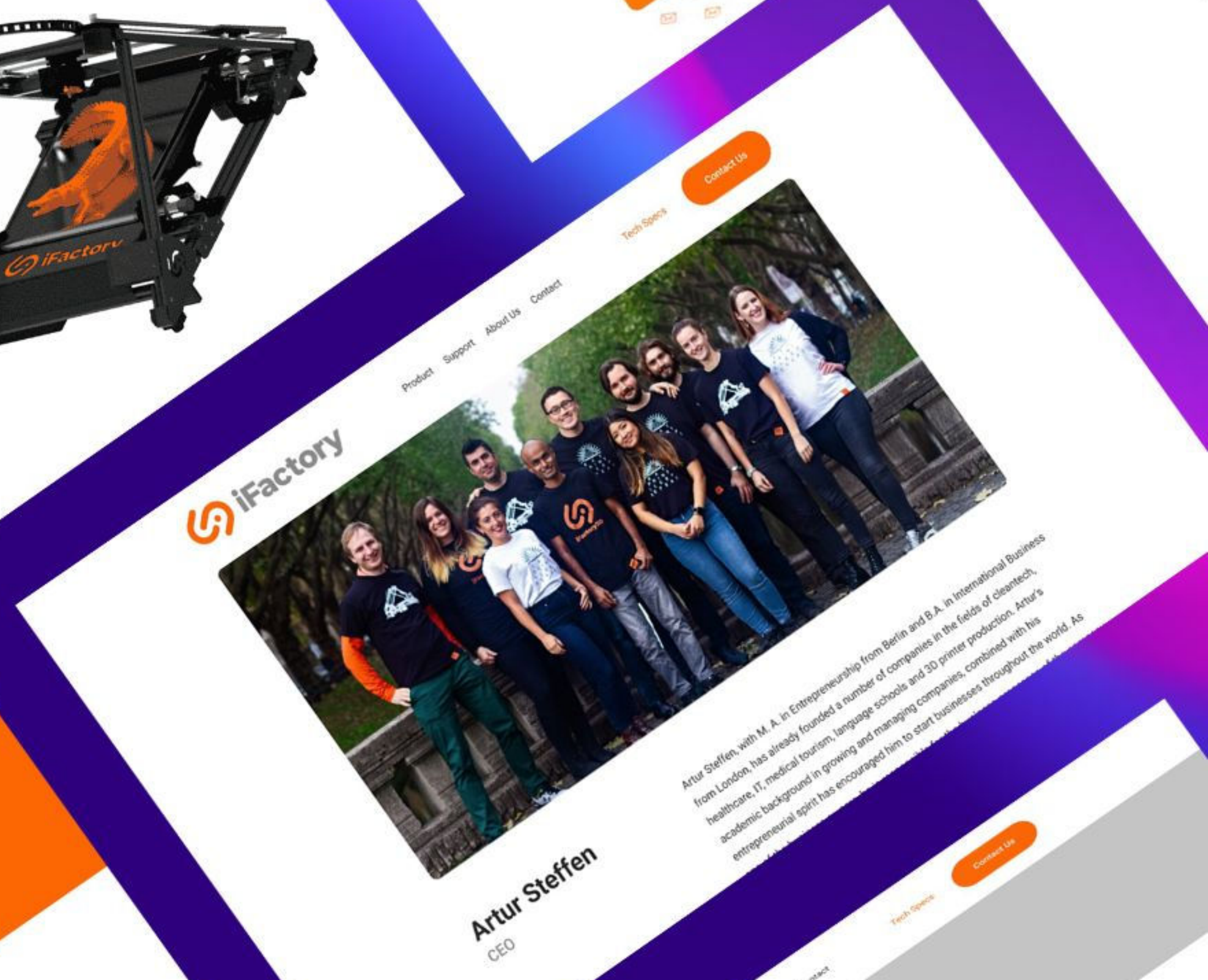
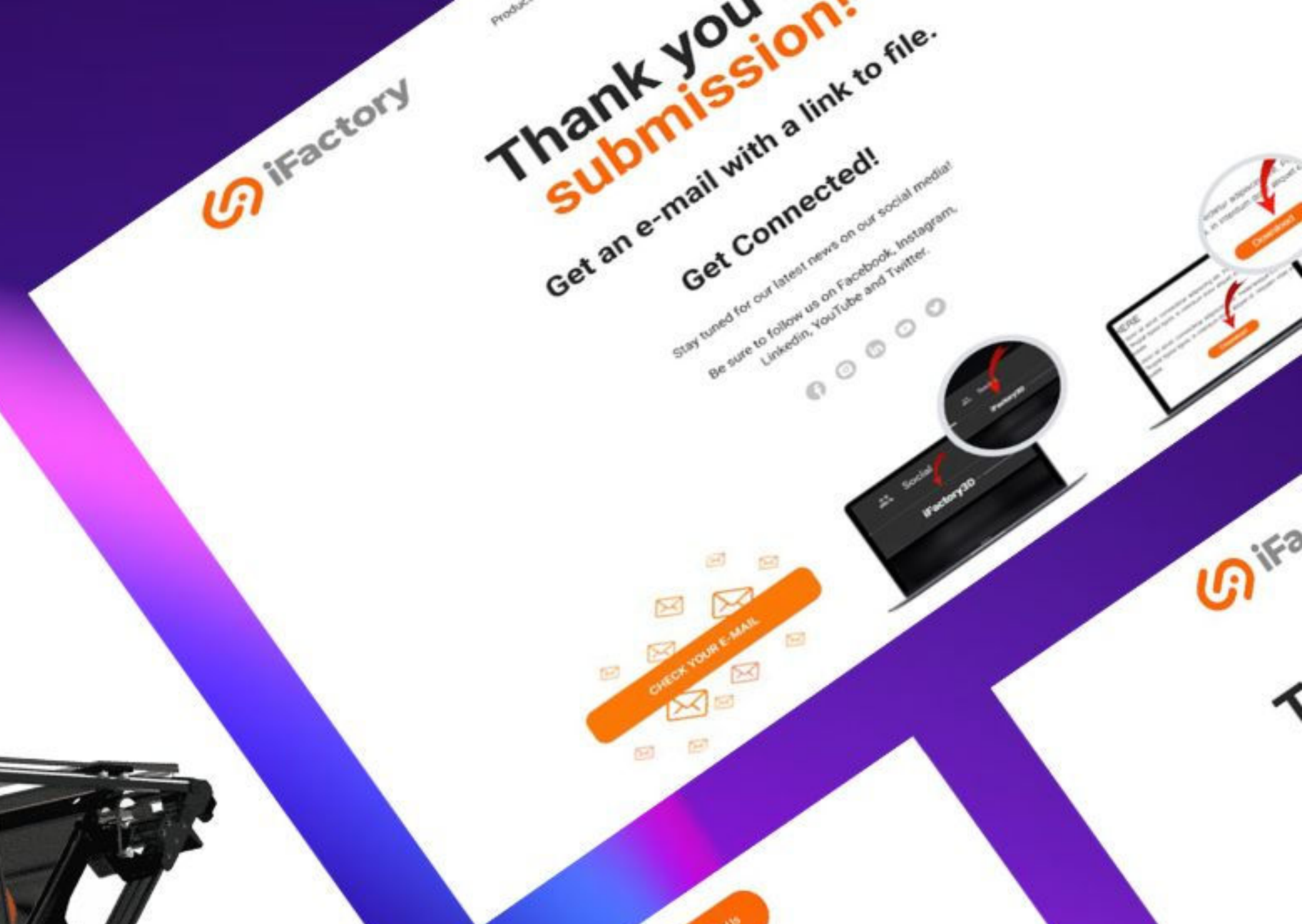
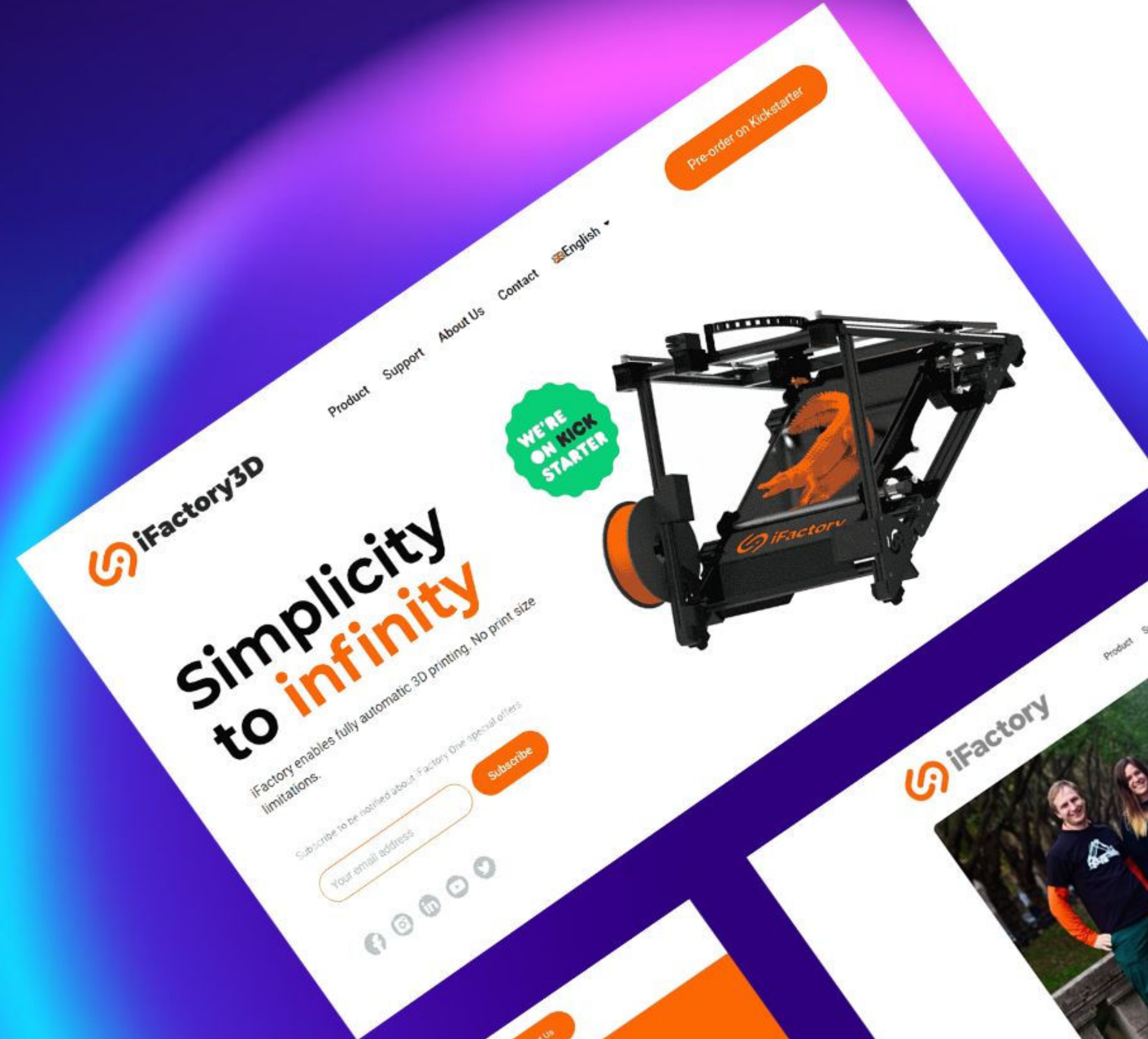
**Artur Steffen**  
CEO · iFactory3d

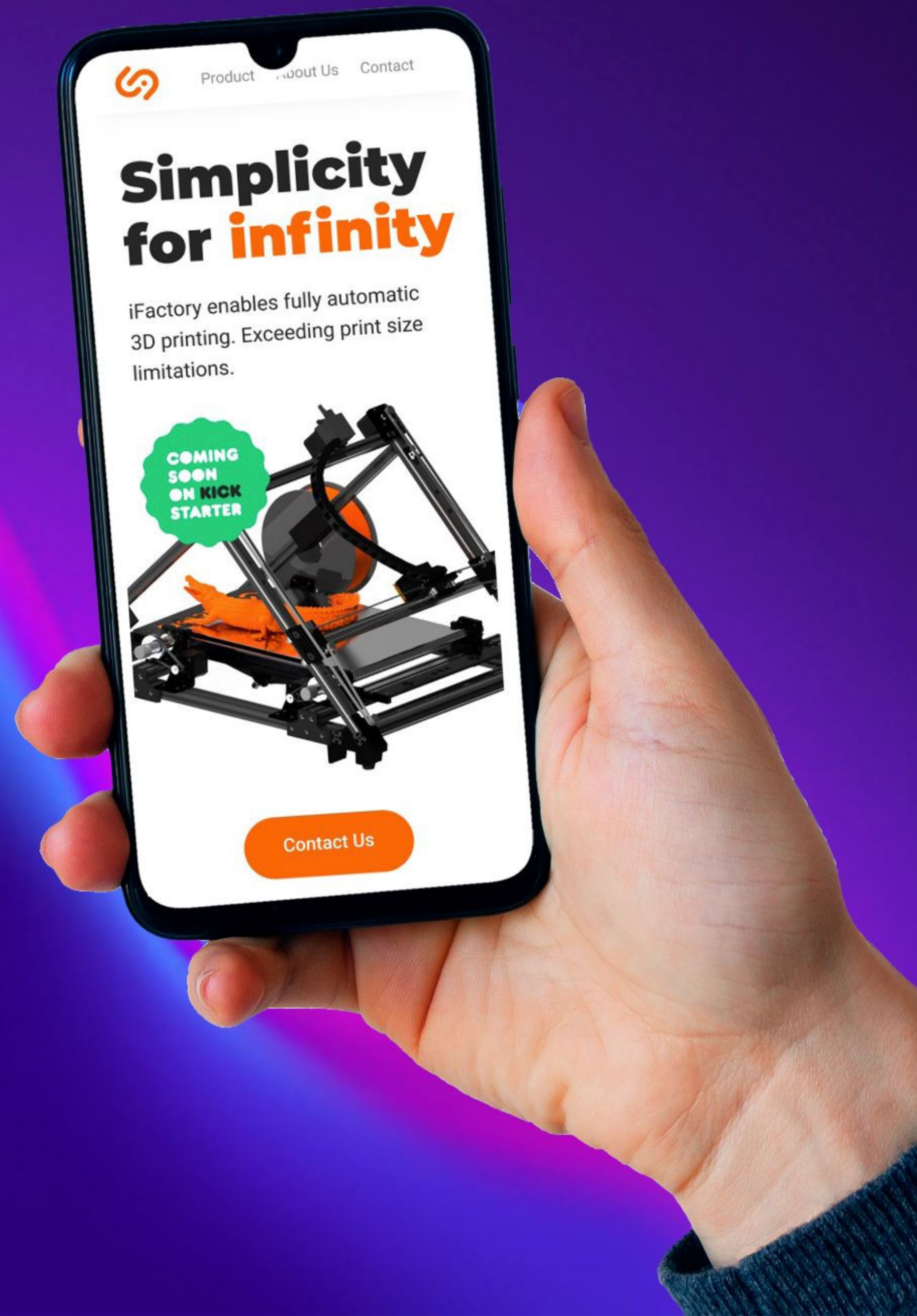
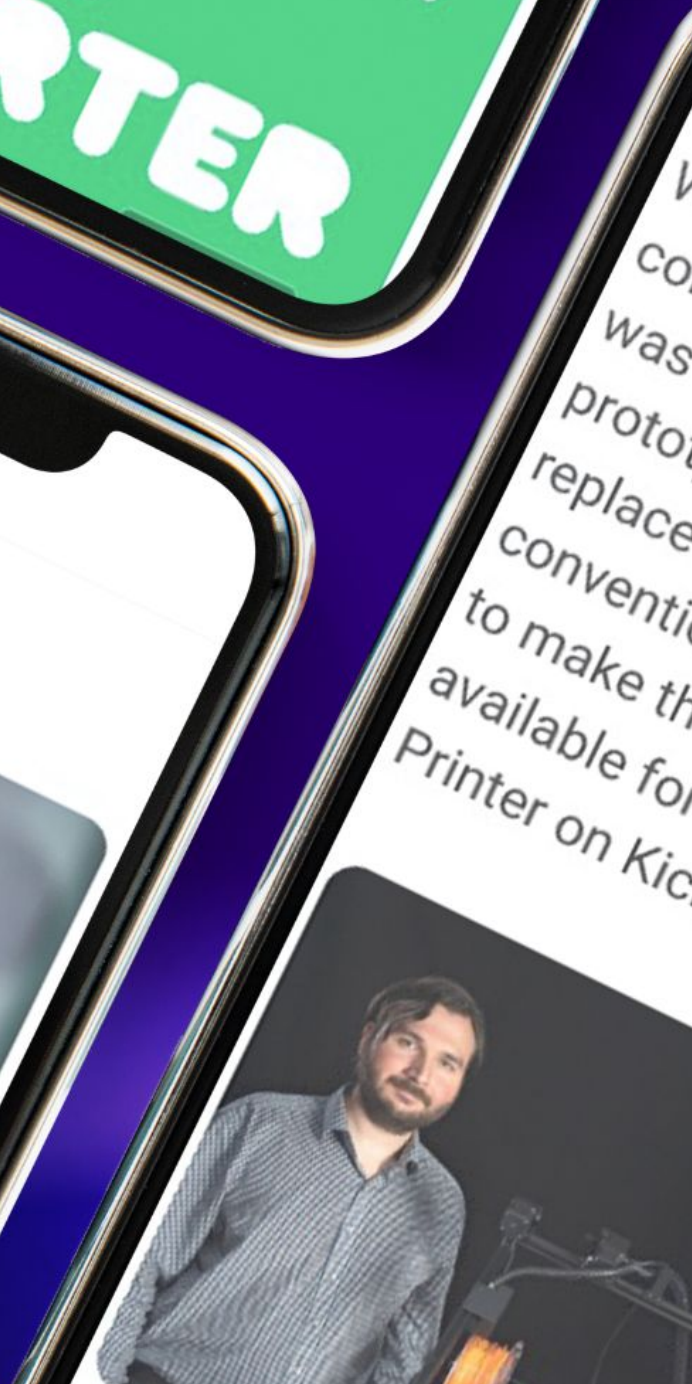
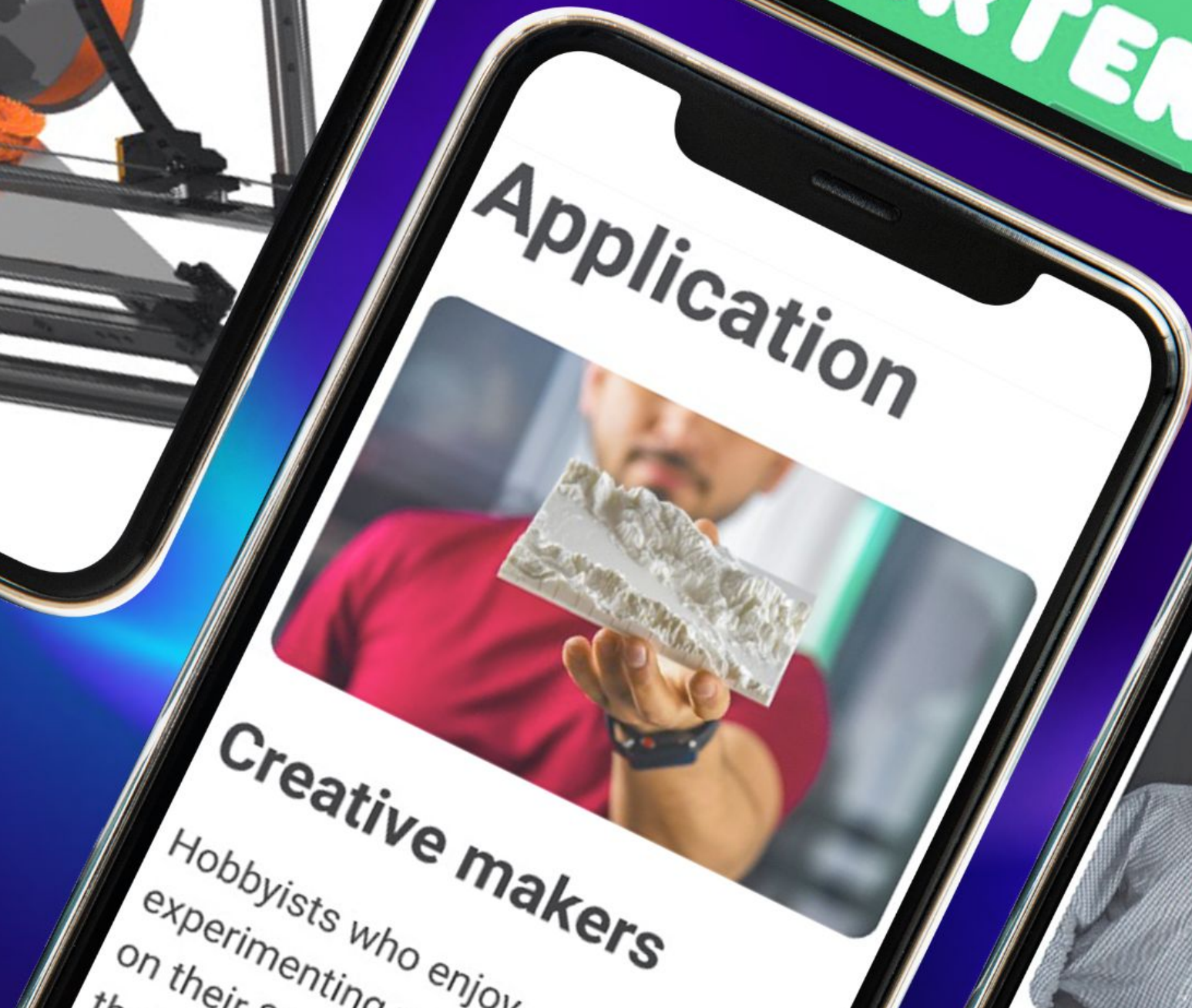




# Website Showcase

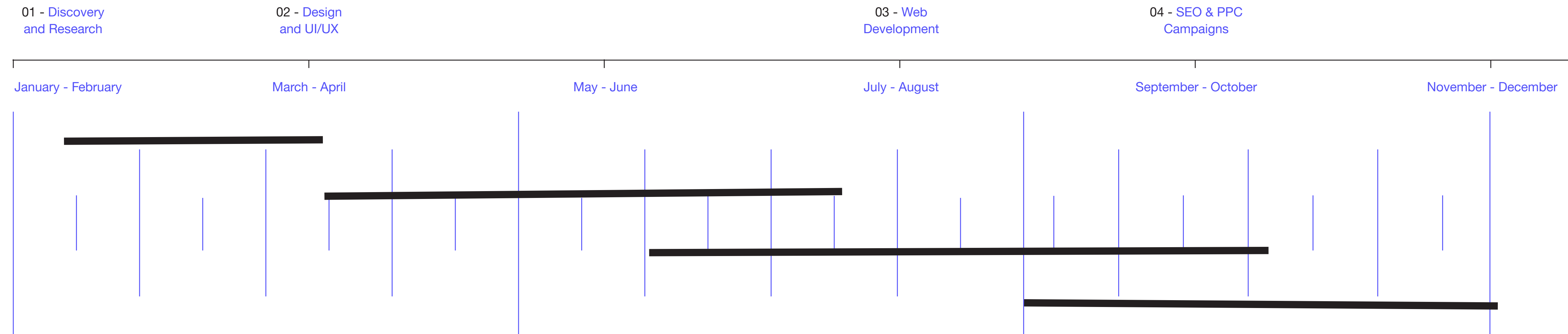
Website Showcase  
Step-By-Step





# iFactory3D

## Timeline & Project Guide



### Discovery

Deliverables

1. Sitemap
2. User Journey Map & User Flow
3. Moodboard & Brand Style Guide
4. Technical & Functional Requirements Specification
5. Timeline & Budget Estimate

### UI/UX Design

Deliverables

1. UX Strategy
2. Wireframes
3. UI Strategy
4. High-fidelity Mockups

### Web Development

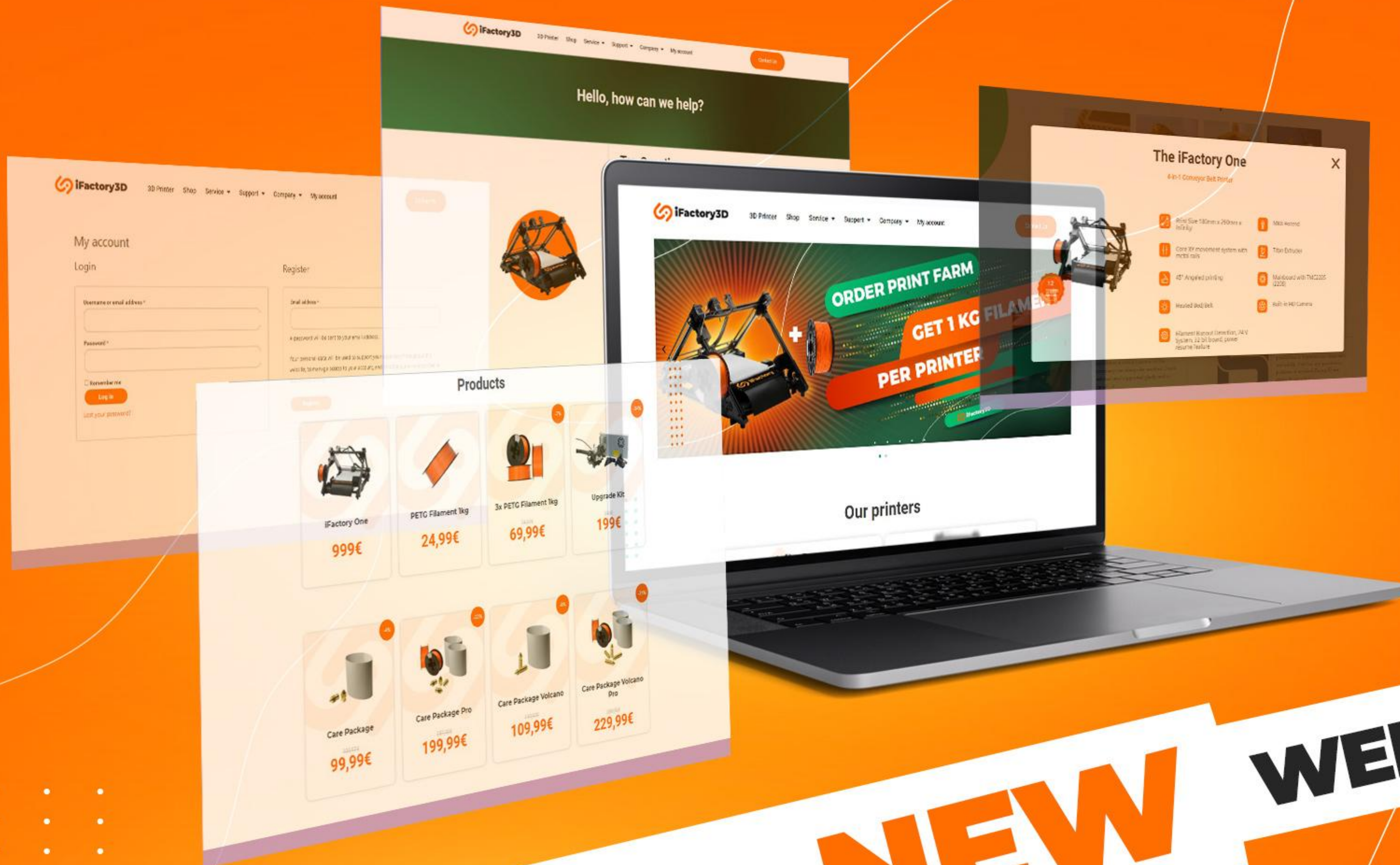
Deliverables

1. Security Implementation & Performance Optimization
2. Testing & Quality Assurance
3. Launch, Documentation & Training Materials
4. Post-Launch Support Plan

### SEO & PPC Campaigns

Deliverables

1. PPC Forecast & Campaign Structure
2. Competitor Research & Analysis
3. Competitor Insights & Content Keywords/Ideas
4. Copy & Messaging



**NEW WEBSITE!**

# DeCasa Furniture

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## 001. // The Challenge

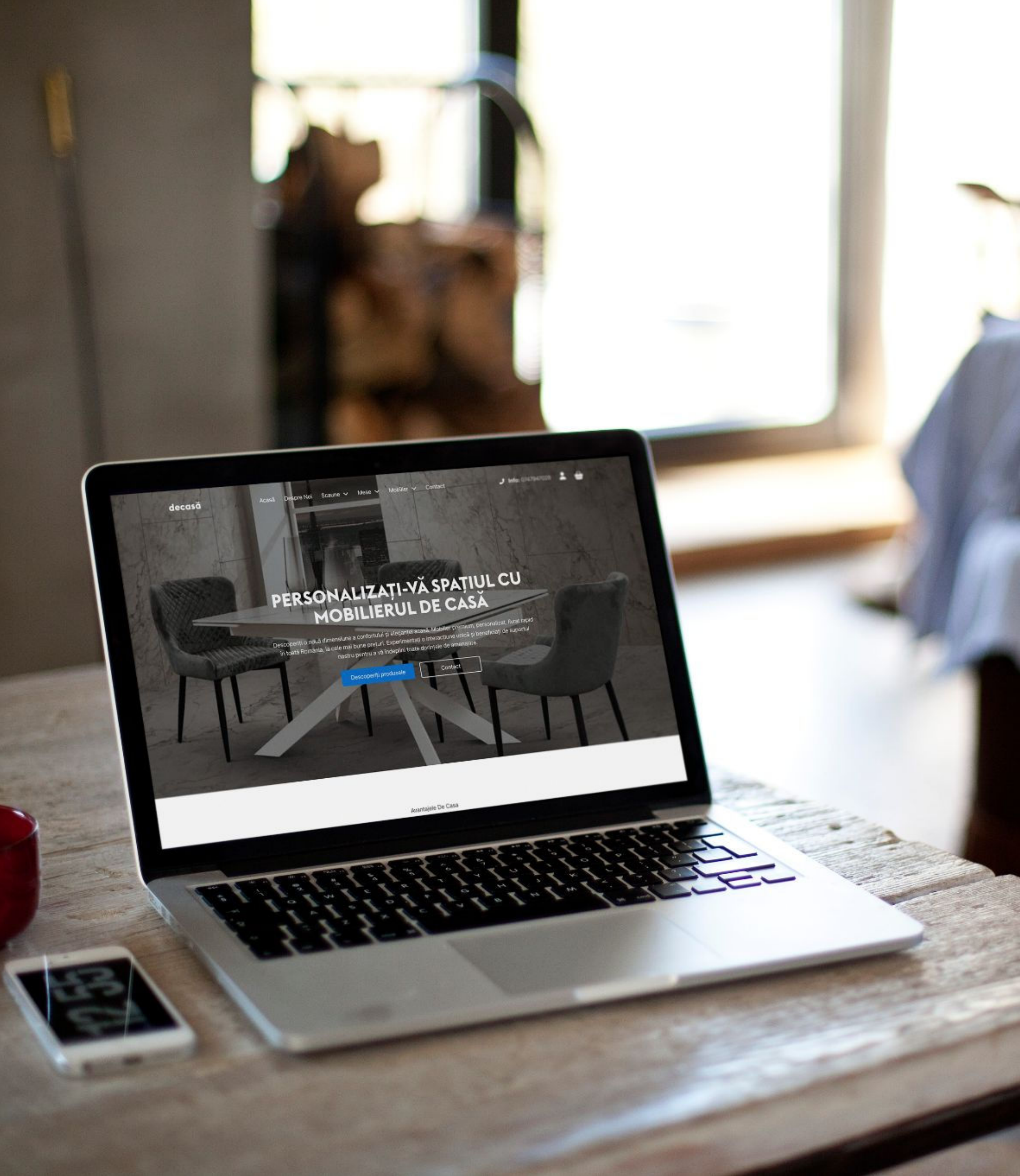
DeCasa Furniture faced the challenge of revitalizing their online presence. They needed a website redesign that captured their unique brand and showcased their sophisticated furniture collections.

Additionally, they sought to improve search engine visibility and generate more qualified leads. Webmate Agency took on this challenge with a commitment to delivering exceptional results.

## 002. // Deliverables

Webmate Agency provided a range of deliverables to meet DeCasa Furniture's goals. These included a visually stunning and intuitively navigable website redesign that captured the essence of their brand. We also implemented SEO strategies to improve search engine visibility and attract organic traffic.

Additionally, our PPC campaigns generated qualified leads for increased sales. Throughout the process, we provided regular updates, documentation, and training to ensure smooth implementation and post-launch support.



# Strategy & Approach

## 003. // The Impact

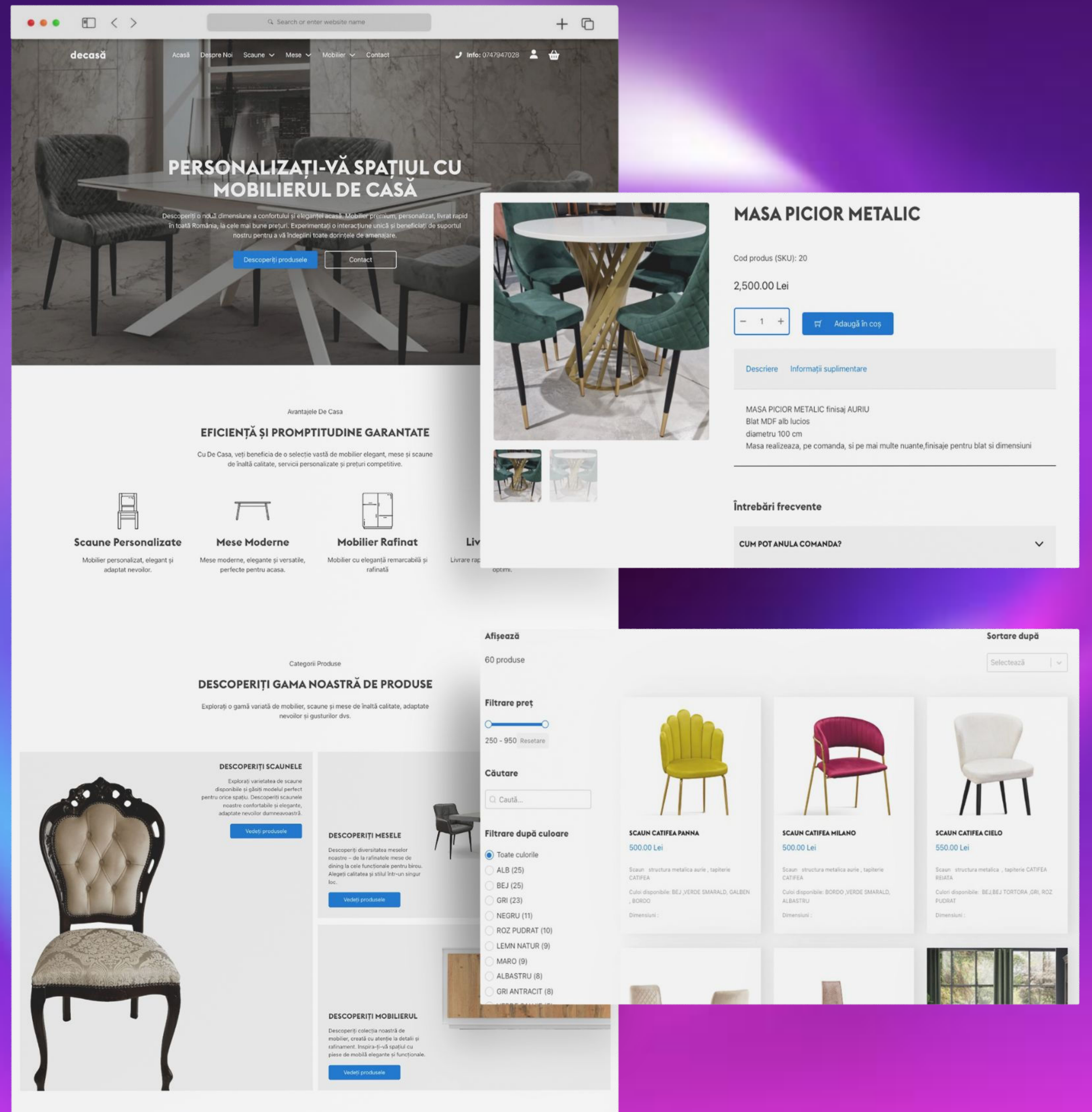
Webmate Agency's strategic interventions propelled DeCasa Furniture's online presence to new heights. Our expertise in website redesign resulted in increased traffic and boosted sales, surpassing expectations.

The collaboration showcased the transformative power of our solutions, leading to significant growth for DeCasa Furniture.

## 004. // The Solution

Webmate Agency developed a tailor-made solution for DeCasa Furniture's digital transformation. Through our meticulous process, we created a visually stunning and intuitive website redesign, incorporating effective SEO and PPC strategies.

Our comprehensive approach ensured the success of the project, resulting in improved online visibility, increased leads, and enhanced customer engagement for DeCasa Furniture.



# Process & Design

## 005. // The Process

Webmate Agency's process for DeCasa Furniture's website redesign includes creating a sitemap, user journey map, and moodboard. We define technical requirements, provide a timeline and budget estimate. Our strategy involves UX and UI planning, with wireframes and high-fidelity mockups.

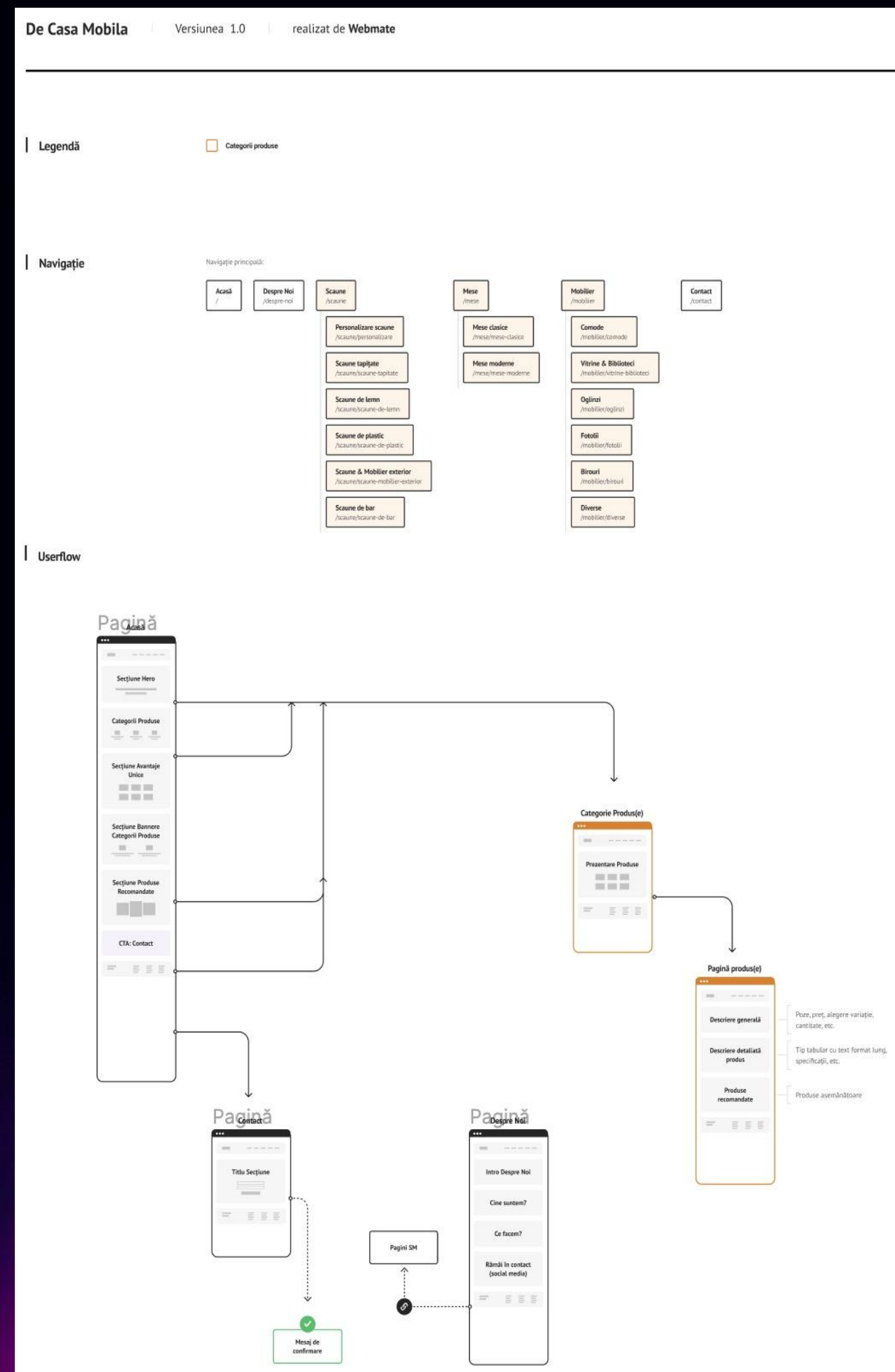
We implement security measures, optimize performance, and conduct thorough testing. We assist with launch, documentation, training, and offer post-launch support. This comprehensive approach ensures a successful website transformation for DeCasa Furniture.

## 006. // The Testimonial

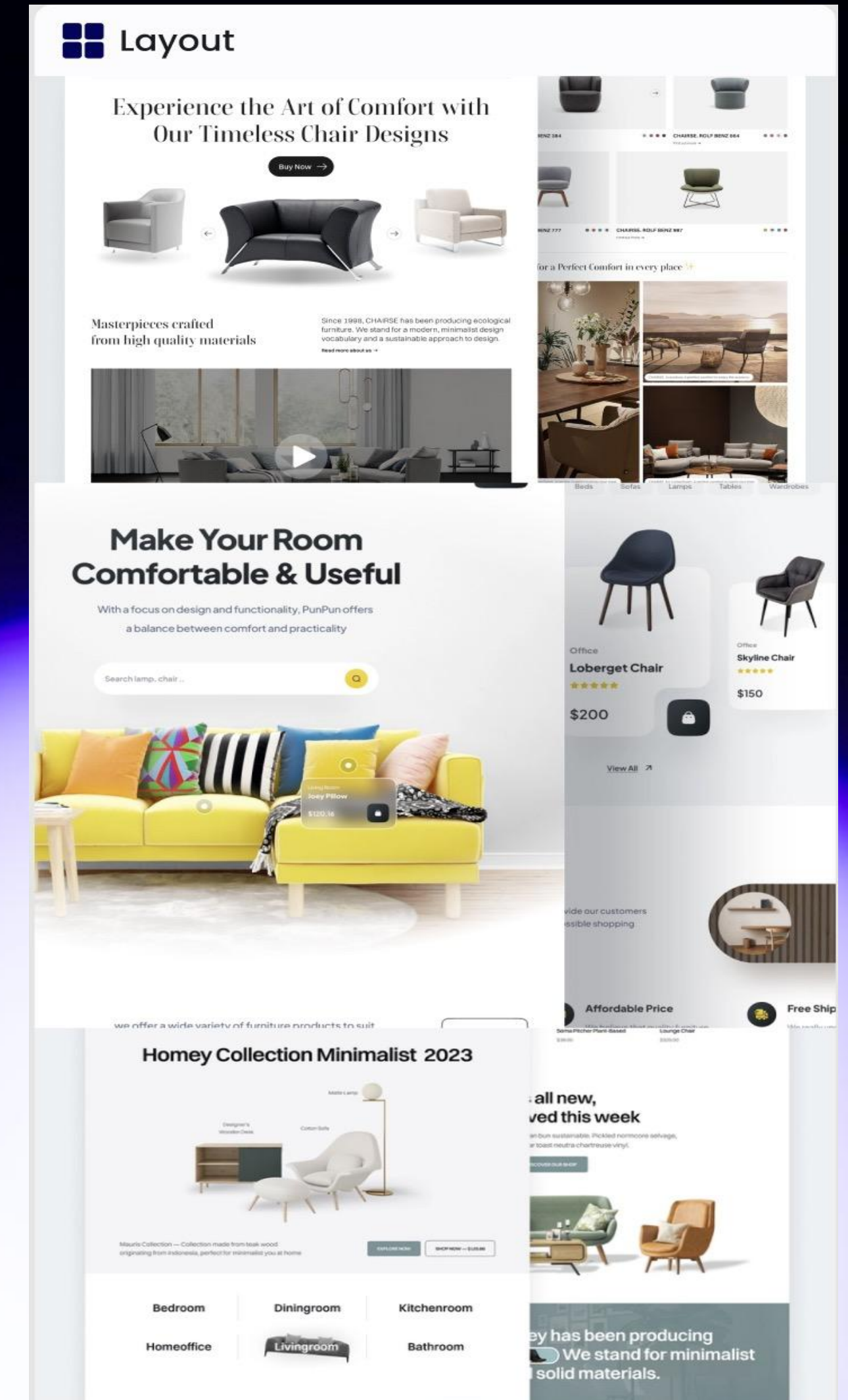
Webmate Agency transformed DeCasa Furniture's online presence. Their deep understanding of our brand led to a visually stunning and user-friendly website redesign that showcased our sophisticated furniture collections. They were an invaluable partner throughout the journey.

**Marius Matei**  
CEO · DeCasa Furniture

# UX STRATEGY & SITEMAP



# UI STRATEGY & MOCKUPS

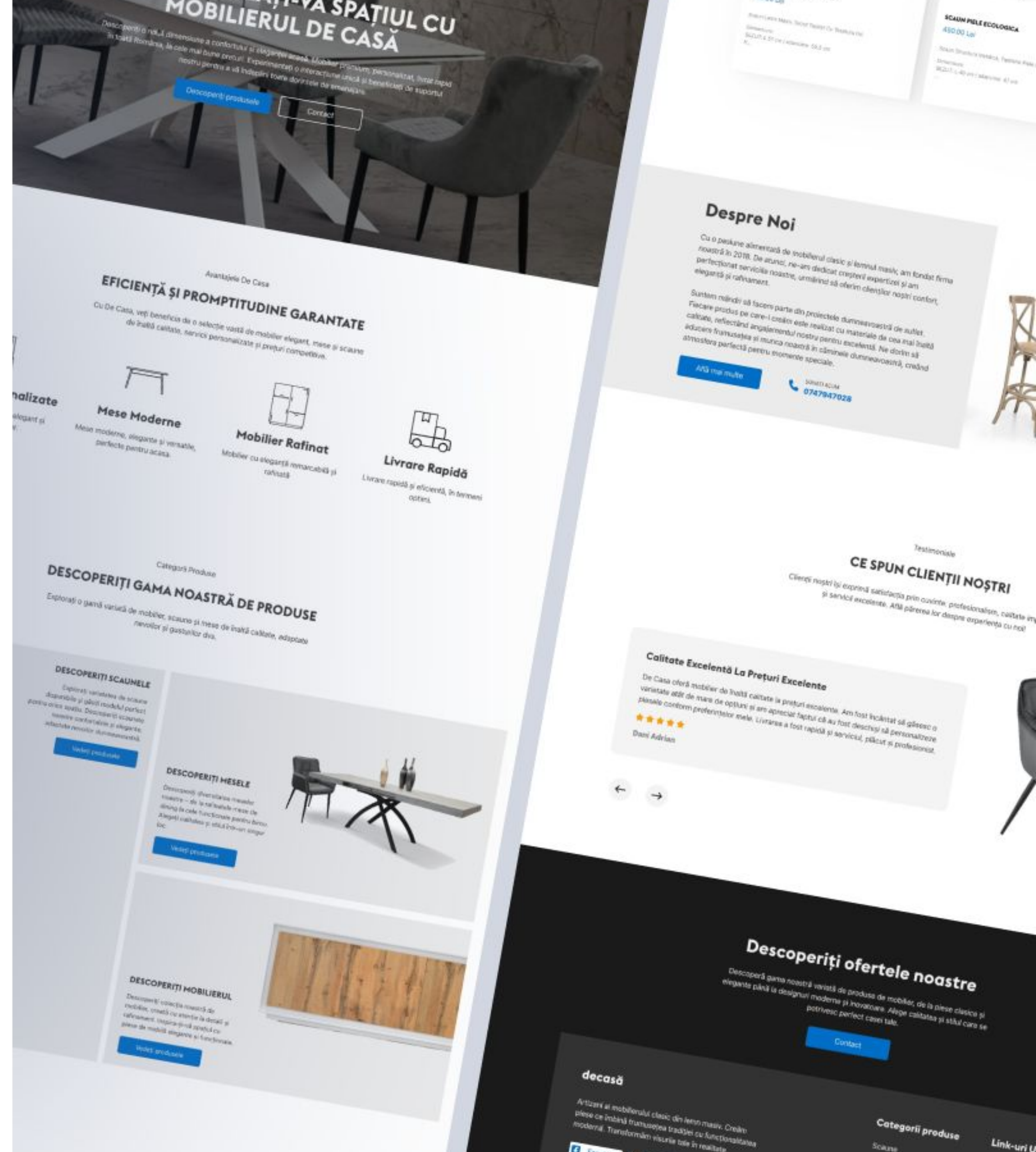


# DeCasa Furniture

## Website Redesign

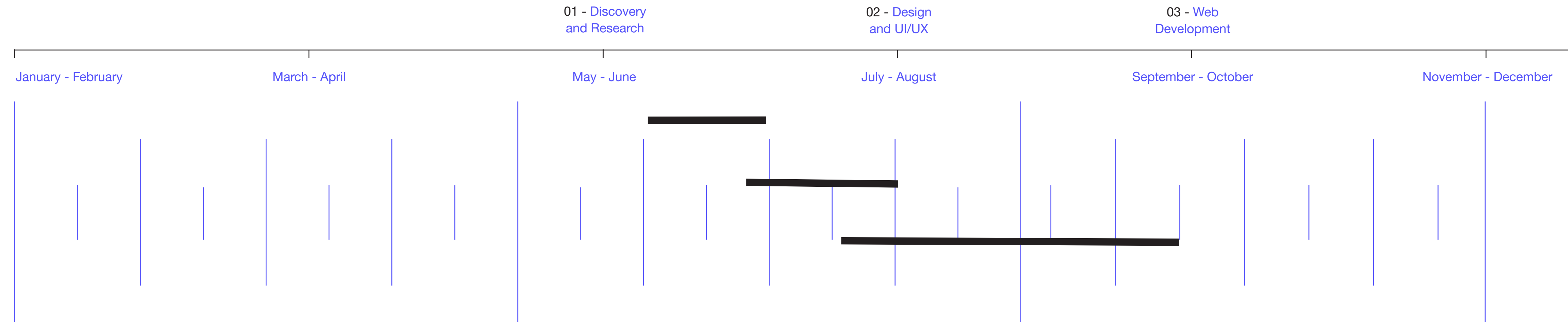
Website / PPC / SEO

- ✓ Fully Accesible
- ✓ Responsive Ready
- ✓ Easy Navigation
- ✓ Easy Checkout
- ✓ Minimalist & Modern
- ✓ E-Payment



# DeCasa Furniture

## Timeline & Project Guide



### Discovery

#### Deliverables

1. Sitemap
2. User Journey Flow
3. Moodboard & Brand Style Guide
4. Timeline & Budget Estimate

### UI/UX Design

#### Deliverables

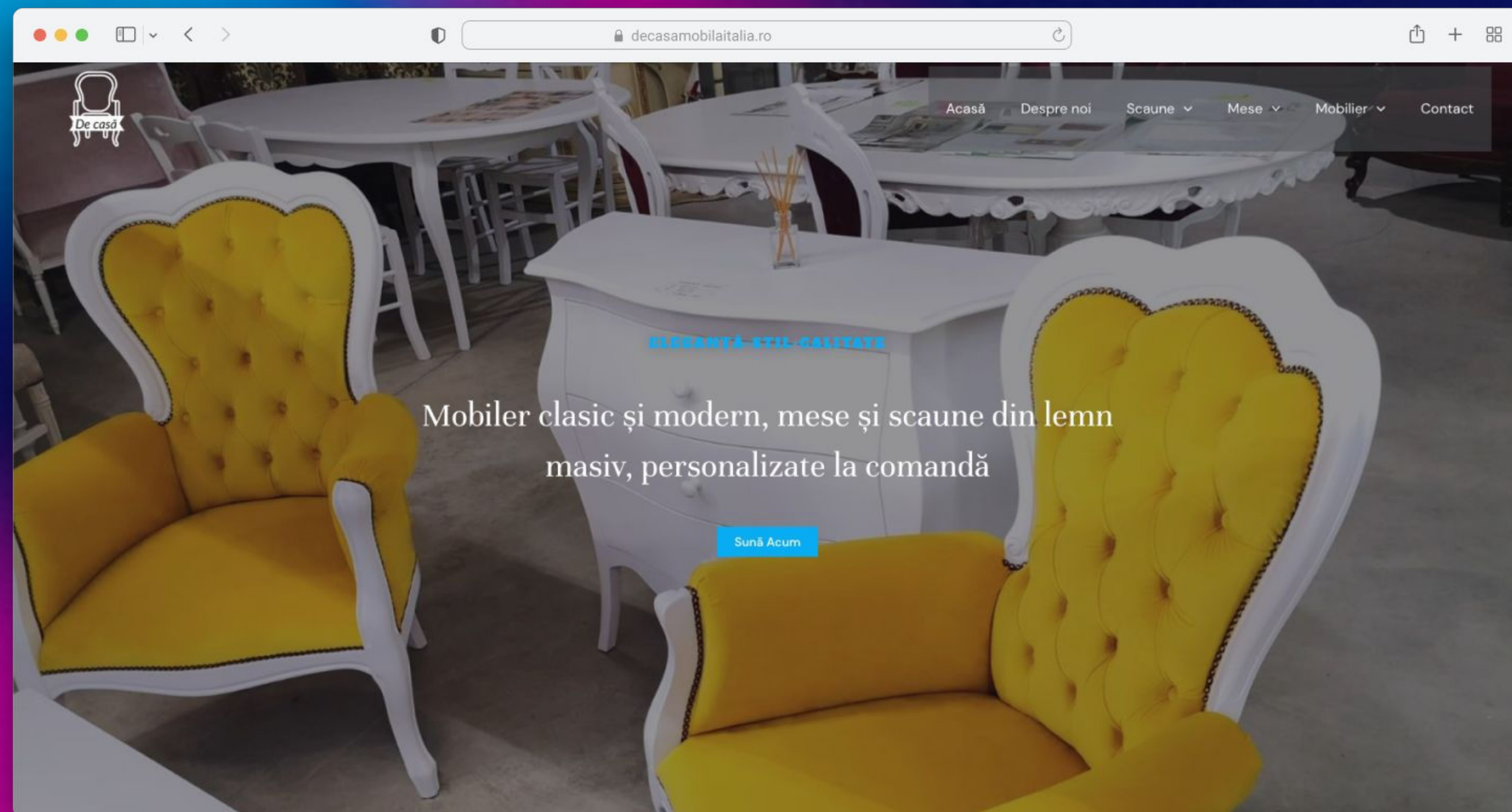
1. UX Strategy
2. Wireframes
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### Web Development

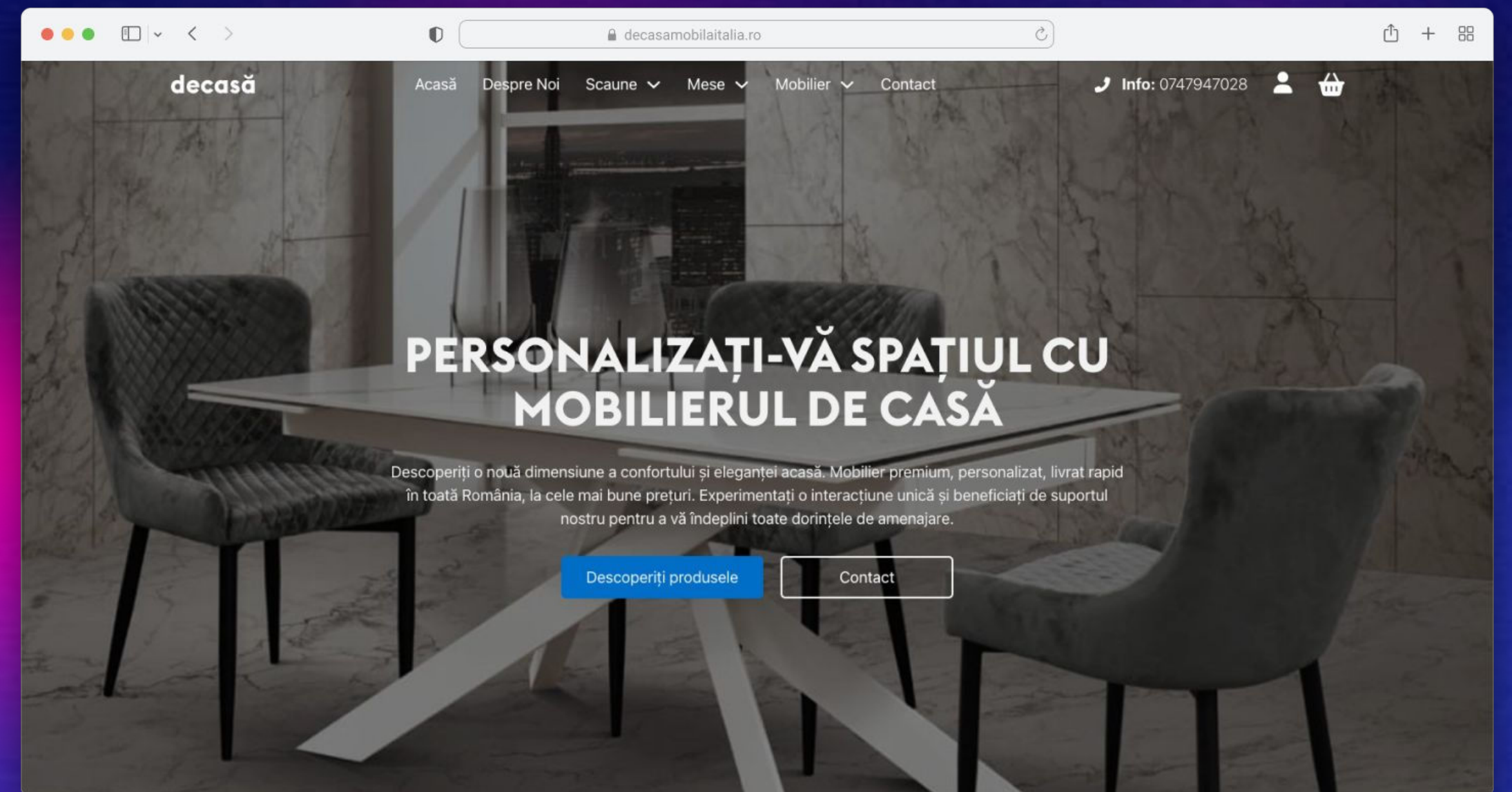
#### Deliverables

1. Security Implementation & Performance Optimization
2. Testing & Quality Assurance
3. Launch, Documentation & Training Materials
4. Post-Launch Support Plan

# de casa



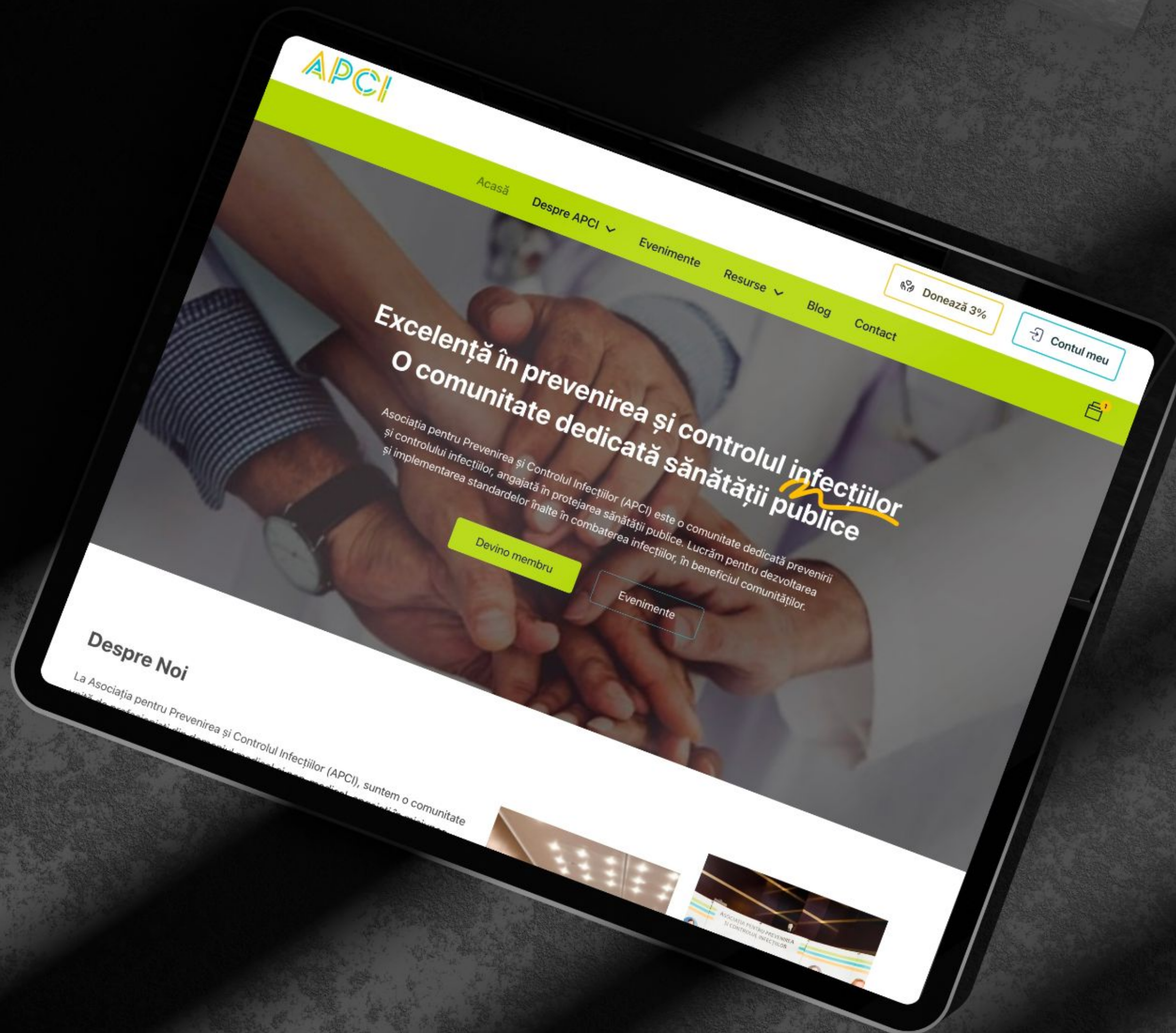
BEFORE



AFTER

# Association for the Prevention and Control of Infections (APCI)

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## 001. // The Challenge

APCI encountered a great challenge necessitating an extensive upgrade of its subscription infrastructure, coupled with a substantial enhancement of its online store.

Moreover, the association embarked on a comprehensive transformation of its merchandise line, seeking to revitalize its offerings.

Additionally, there was a pressing need for a complete overhaul of the website's visual presentation, requiring a significant redesign effort to elevate its appeal and functionality.

## 002. // Deliverables

Webmate Creative provided a comprehensive range of services, including innovative web design and development, precisely customized to meet APCI's specific requirements.

Additionally, our team implemented advanced RPA technologies, optimized UX/UI elements, and conducted thorough sitemap and discovery processes to enhance APCI's digital presence effectively.

## Strategy & Approach

### 003. // The Impact

APCI's collaboration with Webmate Creative resulted in a substantial digital transformation. This strategic partnership led to remarkable growth in online reach and brand recognition.

By fostering stronger connections with the target audience, it drove tangible results, positioning APCI as a leading presence in its industry.

### 004. // The Testimonial

Collaborating with Webmate Creative has truly transformed our approach at APCI. Their expertise and dedication have notably elevated our digital presence, resulting in significant growth and enhanced engagement with our audience.

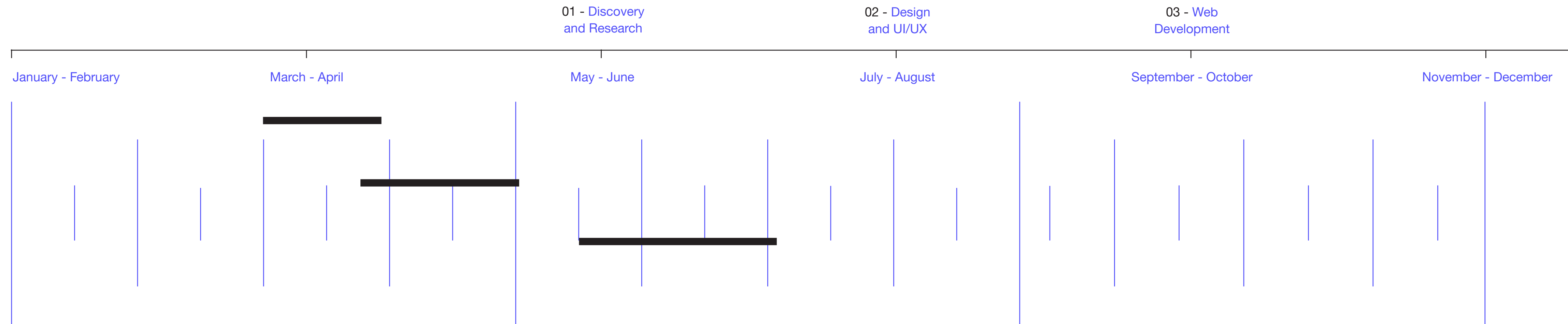
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**Sergiu Sîngeorzan**  
President · APCI



# APCI

## Timeline & Project Guide



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#### Deliverables

1. Security Implementation & Performance Optimization
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4. Post-Launch Support Plan

# Excelență în prevenirea și controlul infecțiilor O comunitate dedicată sănătății publice

Asociația pentru Prevenirea și Controlul Infecțiilor (APCI) este o comunitate dedicată prevenirii și controlului infecțiilor, angajată în protejarea sănătății publice. Lucrăm pentru dezvoltarea și implementarea standardelor înalte în combaterea infecțiilor, în beneficiul comunităților.

[Devino membru](#)[Evenimente](#)

## Despre Noi

La Asociația pentru Prevenirea și Controlul Infecțiilor (APCI), suntem o comunitate unită de profesioniști din domeniul medical și non-medical, angajați în misiunea comună de a preveni și controla infecțiile.

Noi credem în puterea prevenirii și în importanța colaborării interdisciplinare, depășind barierele domeniilor noastre de origine. Angajați cu pasiune, ne dedicăm prevenirii, supravegherii și controlului infecțiilor, asigurând standarde înalte și abordări inovatoare.

Suntem mândri să fim prima asociație afiliată **Infection Prevention Society UK** la nivel internațional, ceea ce ne oferă acces la cele mai recente cercetări și practici în domeniu. Împreună, lucrăm pentru sănătatea și siguranța comunităților, construind un viitor în care infecțiile să fie prevenite și controlate eficient.

[Devino membru](#)

Misiune



Viziune



Obiective

antiei

Dive into the new  
APCI website design

# APCI Website Rebuild

## Comunită-te comunității APCI

Fă parte din comunitatea APCI și contribuie la prevenirea și controlul infecțiilor.  
Beneficiază de resurse, networking și implicare în sănătatea publică.

Website Rebuild · Website Rebuild

ASOCIAȚIA PENTRU PREVENIREA  
ȘI CONTROLUL INFECȚIILOR

## Excelență în prevenirea și controlul infecțiilor O comunitate dedicată sănătății publice

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Website Rebuild · Website Rebuild

ASOCIAȚIA PENTRU  
PREVENIREA ȘI CONTROLUL  
INFECȚIILOR

Website Rebuild

Devino membru

Despre

Despre noi

Devino membru

Resurse

Materiale gratuite

Blog

Website Rebuild

Website Rebuild

Vezi toate evenimentele

03/2024    Data sfârșit: 02/03/2024

ioniştilor – ediția a V-a –  
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ston-NPA



Contul meu



# Webmate Creative Agency

Thank you.

## How May We Assist You Further?

We're excited to connect with like-minded partners who are enthusiastic about taking their business to new heights together.

 [contact@webmate.agency](mailto:contact@webmate.agency)

 [webmate.agency](https://webmate.agency)

