



WILDFIRE™

Wildfire

Nothing spreads like it



About Wildfire...

Wildfire is a 'full-service' digital marketing agency, operating on 2 very different but important levels, these include:

- Branding
- Strategy
- Integration of digital
- Integration with offline
- Reporting and ROI measurement
- Campaign planning and execution



- Integrated websites
- WebTV (streaming video)
- Email marketing
- Website analysis and tracking
- 3D / flash / animation
- Paid and organic search
- Online advertising
- Social Media





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About Wildfire...

Wildfire finds ways to make the web 'work' – we work with clients to devise strategies and campaigns **unique to them** - that maximise the opportunities that the internet presents.

So much more than 'online brochures'.

Here's just a few companies we do it for...

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About Wildfire - clients

ALPINE
Mobile Media Solutions



UNI·CAM
INTERACTIVE SOLUTIONS MK



Thomson
Tailor-made

World of **TUI**

Laird
TECHNOLOGIES*

Jetsave

**Auto
Trader**
.CO.UK

BASF
The Chemical Company

COMPASSION
in world farming
ciwf.org

Soil Association
the heart of organic food & farming

OXTED GROUP

**ASPECTS
BEAUTY C^o**

**European Animal
Welfare Platform**



WILDFIRE™

Wildfire

Nothing spreads like it

Integrated websites



WILDFIRETM

Nothing spreads like it

Integrated websites

Wildfire creates websites that do so much more than just act as your online brochure. We build sites that are multi-functional all designed to work as the key element in your marketing mix.

We build sites to AAA, CSS and XHTML compliance – all within W3 requirements. Stylish and strategic, sites include:

- E-commerce
- Data capture
- Optimisation
- Content management

and a host of unique 'back-end' solutions all designed to satisfy our clients' specific requirements. Wildfire provides a sophisticated ISP service, with packages available to suit all requirements.



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Search engine optimisation



Search engine optimisation overview

Wildfire specialises in 'organic' search campaigns across the internet's major search engines. Organic searches do not incur any on-going 'per-click' fees. They are the results of a search engine query and most often take the form of the primary listings in the results page.

Organic searches are more random and less predictable than Pay Per Click but should form an integral part of a company's on-going online marketing campaign.

Wildfire produces outstanding results; through research, testing and close attention to our client's requirements our natural search results are superb - normally first page on the major engines. We'll create the strategy, undertake the optimisation and provide regular, up-to-date reports on success ensuring ROI is maximised.

Selected results follow

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dvd players for boats - Google Search - Windows Internet Explorer

http://www.google.co.uk/search?hl=en&sa=X&oi=spell&resnum=0&ct=result&cd=1&q=dvd+players+for+boats&spell=1

Web Images Maps News Shopping Mail more

Google

dvd players for boats

Search: the web pages from the UK

Results 1 - 10 of about 1,620,000 for **dvd players for boats**. (0.22 seconds)

Marine audio products UK **Sponsored Links**
www.InCarExpress.co.uk Water resistant amps, aerials, CD **players**, speakers and subwoofers

Car & Boat Entertainment
www.alpine-marketing.co.uk CD & DVD headunits, speakers, MP3, sub-woofers, amplifiers, monitors..

Buy marine DVD's & videos
Force4.co.uk Marine DVD's & videos from Force 4 Fantastic prices, fast delivery

Head units, DVD players, speakers, amplifiers, safety cameras for ...
Head units, DVD **players**, speakers, amplifiers, safety cameras for **boats** or yachts Head units, DVD **players**, speakers, amplifiers, safety cameras for **boats** or ...
www.alpine-marketing.co.uk/pages/marine/ - 9k - [Cached](#) - [Similar pages](#)

Andersen Boats, Cheshire UK - Canal Boat Holidays - Semi-trad ...
Semi-trad style **boats** from Andersen **Boats** ... SEMI-TRAD **BOATS** Boat Semi-trad style ... DVD **Player** available on request (no additional charge) ...
www.andersenboats.com/semi.htm - 47k - [Cached](#) - [Similar pages](#)

Semi-Traditional Boats for canal holidays with Middlewich Narrowboats
The **boats** are also equipped with an entertainment unit consisting of DVD **player**, TV, and CD/MP3 **player**. The sleeping arrangements comprise of 4 doubles, ...
www.middlewichboats.co.uk/semistrad_narrowboats.htm - 22k - [Cached](#) - [Similar pages](#)

Canal Boat Holidays:Narrowboat Hire:Narrow Boat Holidays - Kate Boats
They have colour televisions, DVD **players**, CD **players** and 240 volt power supplies ... From Kate **Boats** Narrow Boat Holidays you can cruise on the Grand Union ...
www.kateboats.co.uk/ - 23k - [Cached](#) - [Similar pages](#)

Toshiba DVD Player At £20
Browse 100s Of DVD/DivX **Players** LG, Philips & More At MSN Shopping!
Shopping.MSN.co.uk/DVD-Players

at Stereo on Sale
sen, JBL, Boss, Polyplanar Special. Ship Worldwide
w.marinedeal.com

10 DVD Players
list the Lowest Price Retailers Top Brands with recent Price Drops
DVD-Discount.shopcompare.eu

Boat cd players
Buy Boat cd **players** on SHOP.COM Find Exceptional Value Every Day!
SHOP.COM

Dvd Players at Argos
Biggest Ever Argos Value Range. Helping You Live For Less.
www.Argos.co.uk

Which? DVD Player Reviews

start | dvd players for boats... | Wildfire2PPT | Microsoft PowerPoint ... | Search Desktop | 12:16



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radio modules - Google Search - Windows Internet Explorer

http://www.google.co.uk/search?hl=en&q=radio+modules&meta=

radio modules - Google Search

Web Images Maps News Shopping Mail more


Google


radio modules


Search

Search: the web pages from the UK


Results 1 - 10 of about 10,300,000 for **radio modules**. (0.30 seconds)


Low power radio solutions  Sponsored Link
www.rfsolutions.co.uk **Radio modules**, transceivers, modems, complete systems at

Radio Modules - Antenna and low power radio solutions 
We supply a wide range of off the-shelf antennae products and licence-exempt low power **radio modules** and audio/video **modules** suitable for a wide range of RF ...
www.radio-modules.com/ - 15k - [Cached](#) - [Similar pages](#)


Radiometrix uk radio modules low power radio module miniature ... 
Radiometrix uk **radio module** design - manufacture **radio modules**. Low power **radio module** for cable-free data links. Licence-exempt miniature **modules** uk.
www.radiometrix.co.uk/ - 10k - [Cached](#) - [Similar pages](#)

RF Solutions Ltd 
Manufacturers of low power **radio** frequency products including remote controls, GSM telemetry, GSM modems, RFID and **radio modules**.
www.rfsolutions.co.uk/ - 30k - [Cached](#) - [Similar pages](#)

Low Power Radio Modules, Telemetry : rf module : fm radio modules ... 
Low Power **Radio** Solutions suppliers of **Radio Modules** and easy-radio solutions.
www.lprs.co.uk/ - 26k - [Cached](#) - [Similar pages](#)

Active Robots - LPRS Easy Radio Modules - RF Low Power Transceiver ... 
Easy **Radio**™ Transmitter, Receiver & Tranceiver, **Modules** ... Simple to use **radio module** that can transfer data over a range of up to 250 metres. ...
www.active-robots.com/products/radio-solutions/radio-modules.shtml - 29k - [Cached](#) - [Similar pages](#)

COMNET OEM Datalinks 
OEM RF **modules**, 225-400MHz, 1.3GHz, 3.4GHz, long range, small footprint
intuicom.com

Radio Modems 
Range Up to 20 Km, 115.2 Kbaud
ernet RS232/RS485 Plug & Play
www.radiotelemetry.co.uk

Number 2

start radio modules - Googl... Wildfire2PPT Microsoft PowerPoint ... Search Desktop 12:21

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emi shielding - Google Search - Windows Internet Explorer

http://www.google.co.uk/search?hl=en&q=emi+shielding&meta=

emi shielding - Google Search


Web Images Maps News Shopping Mail more


Google™


emi shielding [Advanced Search](#) [Preferences](#)


Search: the web pages from the UK


Web Results 1 - 10 of about 479,000 for **emi shielding**. (0.22 seconds)


EMI Shielding Solutions  Sponsored Links
www.LeaderTechInc.com Circuit Board Shields, EMI Gaskets, Ferrites, RF Absorbers for EMI/RFI


Information security 
www.tuvps.co.uk Test the RF **shielding** effectiveness of your enclosures and cabinets


EMI Shielding 
www.p-p-t.co.uk Range of **EMI shielding** products Custom designed & UK manufactured


Electromagnetic interference - Wikipedia, the free encyclopedia 
16 Jan 2009 ... If all these measures still leave too much **EMI, shielding** such as RF gaskets and copper tape can be used. Most digital equipment is designed ...
en.wikipedia.org/wiki/Electromagnetic_interference - 40k - [Cached](#) - [Similar pages](#)


EMI Shielding and Thermal Management Solutions 
Manufacturer of **EMI** (electromagnetic interference) **shielding** materials and thermal interface materials.
www.chomerics.com/ - 28k - [Cached](#) - [Similar pages](#)


EMI Shielding Products 
Chomerics line of **EMI Shielding** Materials. ... **EMI Shielding** Products. 1. Conductive Elastomer Gaskets (CHO-SEAL®, CHO-SIL®) ...
www.chomerics.com/products/emi.htm - 25k - [Cached](#) - [Similar pages](#)


Laird Technologies - Electromagnetic Interference [EMI] shielding ... 
Laird Technologies is the world's leading designer and manufacturer of Electromagnetic Interference [EMI] **shielding** materials, thermal interface products, ...
www.lairdtech.com/ - 26k - [Cached](#) - [Similar pages](#)


RFI/EMI shielding gaskets  Sponsored Links
Gaskets and components for EMC **Shielding** and sealing issues
www.kemtron.co.uk


Rfi shielding 
Optical RFI Shields & Protection For Instrument Display & Optics
www.InstrumentPlastics.co.uk/RFI

RF / EMI PCB Shielding 
Custom multi-cavity PCB **shielding** for advanced wireless products.
www.3Gmetalworx.com

EMI Shielding 
EMI Shielding Gaskets and Thermal Interface materials
www.osco.uk.com

RF Enclosures & Security 
Manufacturer RF Security Products RF **Shielding** / RF Countermeasures
www.IntechDefense.com

EMC Shielding 



Number 4

start emi shielding - Google... Wildfire2PPT Microsoft PowerPoint ... Search Desktop 12:25

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london hostels - Google Search - Windows Internet Explorer

http://www.google.co.uk/search?hl=en&q=london+hostels&meta=

Yahoo! Search

Web Search Bookmarks Anti-Spy Mail My Yahoo! Answers

london hostels - Google Search

Home Print Tools

London Hostels: Book a Cheap Hostel in London. Free Booking Service!

London hostels and cheap accommodation in central London. Read hostel reviews, search by map and book your youth hostel in London online... with no booking ...
www.hostelbookers.com/hostels/england/london/ - 128k - [Cached](#) - [Similar pages](#)

London Hostels: Hostels in London: Hostels London

Cheap youth hostel in central London for travellers on a budget and backpackers visiting the UK looking for hostels.
www.piccadillyhotel.net/ - 24k - [Cached](#) - [Similar pages](#)

Hostels in London - London Hostels

Online bookings for hostels in London. Descriptions & photos of London hostels and up to the minute customer reviews of hostels in London.
www.hostellondon.com/ - 51k - [Cached](#) - [Similar pages](#)

The London Hostels Association (LHA), Catered, Self-catering, Self ...

The London Hostels Association (LHA) provides accommodation at reasonable costs for working people and students. We offer catered, self-catering and ...
www.london-hostels.co.uk/ - 18k - [Cached](#) - [Similar pages](#)

Generator Hostels - for London Hostels and Berlin Hostels ...

Look no further for London hostels, or Berlin hostels. Experience a Generator Hostel on your travels.
www.generatorhostels.com/ - 13k - [Cached](#) - [Similar pages](#)

London Hostels Listing - All Hostels in London at Hostels.com

The complete list of London Youth Hostels from Hostels.com - Pay No Booking Fees. Read reviews and book London hostels online. Hostels.com - Every Hostel, ...
www.hostels.com/london - 135k - [Cached](#) - [Similar pages](#)

Best London Hostels: the greatest selection of youth hostels in London

Online bookings for a selection of best hostels & youth accommodation in central London.
www.bestlondonhostels.com/ - 11k - [Cached](#) - [Similar pages](#)

Hostels | Astor Hostels | London Hostels | Victoria | Museum ...

Astor Hostels have central London hostels in Victoria, Kensington, Quest hostel and Museum Hostel.
www.astorhostels.co.uk/ - 6k - [Cached](#) - [Similar pages](#)

Large selection, save up to 75% and book online now!
BookInHotels.com

Hostels in England

Search 1000s of Hostels anywhere in England. Official Tourist Board.
www.enjoyengland.com

40% Off London Hostels

40% Discount On London Hostels
London Hostels for Less
London-Hostels.clickcompare.info
England

[More Sponsored Links >](#)

Number 4

start

london hostels - Goog...

Wildfire2PPT

Microsoft PowerPoint ...

Search Desktop

12:29

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trimming services - Google Search - Windows Internet Explorer

http://www.google.co.uk/search?hl=en&q=trimming+services&meta=

trimming services - Google Search

Web Images Maps News Shopping Mail more

Google

trimming services

Search

Advanced Search
Preferences

Search: the web pages from the UK

Web Results 1 - 10 of about 356,000 for **trimming services**. (0.22 seconds)

Tree Trimming and Removal Service Company Orange and LA County
A Tree **Service** Company Stump Removal Grinding Tree **Trimming** Orange & Los Angeles County, CA. OC full tree **service** company for the care and removal of your ...
www.atreeserviceinc.com/ - 16k - [Cached](#) - [Similar pages](#)

Cleveland Metro Area Tree Trimming Services Yellow Pages - | Make ...
Find the best Tree **Trimming Services** and more with Cleveland Ingenio Yellow Pages.
local.ingenio.com/Listings/Tree-Trimming-Services/geo/Cleveland-Metro-Area - 29k - [Cached](#) - [Similar pages](#)

Denton Tree Trimming Company - Denton Tree Pruning Services ...
Timber Tree **Service** provides professional tree **services** for residential, commercial, and municipal needs in Denton County Texas. Our **services** include tree ...
www.timbertreeservices.com/ - 5k - [Cached](#) - [Similar pages](#)

Compare Tree Trimming Services by Local Gardeners
Get free quotes from several tree **trimming** gardeners and landscapers in your area, that can provide you with tree **trimming services**.
www.homehelp4u.net/services/tree_trimming_services.php - 35k - [Cached](#) - [Similar pages](#)

Trimming services for aviation
Home · About Us · Products & **Services** · Automotive Interiors · Aviation Interiors · Caterham 7 · Marine · Rail · Contact Us. **Trimming services** for aviation ...
www.oxtedgroup.co.uk/ - 6k - [Cached](#) - [Similar pages](#)

NotLong.com - URL Trimming Services | Visit NotLong.com
As you might have guessed from its name, NotLong is one of these tools that **trim** a long URL and come up with a shorter alternative.

Sponsored Links

Pruning Services
Keep Your Trees Beautiful. Ring for Pruning, Reducing and Felling!
www.treesurgeonarborfield.co.uk/

Number 5

start

trimming services - G...

Wildfire2PPT

Microsoft PowerPoint ...

Search Desktop

12:23



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WebTV (internet
streaming video)



WildfireLive is a fully integrated 'end to end' streaming video solution – for any application where video (on-line) is the best answer

It comprises marketing, streaming video, the internet (www, intranets and extranets) and sophisticated tracking and analysis to provide a measurable tactical marketing delivery



In html or Flash web streaming of your messages, applications include:

- New products
- Announcements and briefings (internal and external – highly personalised). Ideal for new product press conferences.
- Sales presentations
- Technical notes. Video repository of frequently asked questions
- Training and education (sales, technical, HR etc)
- Market forecasts or updates
- Facility tours
- Live or 'canned' events (interactive)
- Testimonials



WILDFIRE

LIVE

Why streaming video? Customers prefer watching information than reading it – due to 50 years of television.

Benefits:

- Cost-effective
- Highly personalised and easily modified
- One to one messaging
- Messages tend to 'stick'
- Powerful PR tool
- Downloadable
- Trackable – ties to your website 'channel'



WildfireLive provides the complete service to maximise your video IP:

- Strategy and planning
- Marketing – driving traffic to your video IP
- Production (pre production)
- Production (filming)
- Production (post production)
- Hosting (via dedicated video supporting servers)
- Streaming
- Tracking and analysis
- Post 'events' strategy



WildfireLive can go further – imagine your own webTV channel...

- On demand content
- Scheduled interactive LIVE events
- Tailored made customer presentations
- Tailored made press communications
- Downloadable content
- Other streaming content (Flash, ActionScript)
- ‘Viewing’ statistics on-demand, real-time and on-line.

- Tailor your channel to fit your customers’ needs.



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Email marketing



Email marketing

Professional full-service 'opt-in' email marketing. The objective of email marketing is not just to advertise online, but rather reach that online audience - one-to-one and generate a specific action or response.

Wildfire tailors its email marketing to suit each client's individual needs, this ensures effective broadcast, tracking and profiling of prospect behaviour, including:

- List profiling

- List sourcing

- List rental

- Text, html and flash creative

- Deployment (including message personalisation by subject and opening message)

- Online statistics (available 24/7 to you via secure password entry)

- Full campaign reporting and much, much more

Campaigns will tie directly into other digital or offline marketing, meet brand requirements and be focused to hit specific pre-agreed objectives



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Website analysis
and tracking

Website analysis and tracking

The purpose of analysing your prospects or subscribers is to gain an understanding of how to convert your browsers into buyers and identify all contingencies that could effect the profitability of your e-business.

Wildfire bespoke website and marketing performance tracking solutions deliver comprehensive real time performance statistics about your prospects and promotion activities, enabling you effectively track, measure and analyse both and site initiatives.

Each referral is quantified and thus monitored against any business-defines response, allowing you to accurately test website performance, gauge marketing campaign impact and ultimately evaluate the success of your ideas.

Analyse and profile prospect behavior and interest level, track conversion rates, transaction and cycle times, track each email, ad, direct mail or keyword against any transaction.

You'll have 24/7 access - it's real time, so your statistics are always up-to-date.



WILDFIRE™

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3D/Flash and animation





WILDFIRETM

Nothing spreads like it

3D/ Flash and animation

Wildfire creates world class tactical and brand executions using 3D, Flash, Quicktime, ActionScripts and the rest of the diversity of software packages.

Used for:

- Websites
- Emailers
- Presentations
- Events
- DVDs
- And more

and more, creativity blended with functionality is assured.



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Paid and organic search



Paid and organic search

Also known as 'natural' or 'algorithmic' searches, Wildfire specialises in 'organic' search campaigns across the internet's major search engines.

Organic searches do not incur any on-going 'per-click' fees. They are the results of a search engine query and most often take the form of the primary listings in the results page.

Organic searches are more random and less predictable than Pay Per Click but should form an integral part of a company's on-going online marketing campaign.

Wildfire produces outstanding results; through research, testing and close attention to our client's requirements our natural search results are superb - normally first page on the major engines. We'll create the strategy, undertake the optimisation and provide regular, up-to-date reports on success ensuring ROI is maximised.

Pay per click (PPC)

Our media team will research, recommend and plan a relevant campaign and this, combined with clever online creative, will drive traffic to increase leads. We'll find the right way to capture the data, if that's an objective and track the campaign via world class analytics.



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Online advertising





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Online advertising

Wildfire plans and executes multi functional online campaigns comprising media selection and creative including:

Gaming

Banners

Skys

MPUs

Pop ups

Pop unders

Peelbacks

Rollovers and much more

Using 'in banner' video and flash to maximise click through and raise awareness.




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Social media



Social media

Wildfire creates for clients unique Social Media programs.

Such an ever changing and volatile subject, Wildfire works closely with companies to create scalable solutions based on the diversity of audiences any company has, including:

- Current customers
- Potential customers
- Lapsed customers
- Staff
- Shareholders
- Press
- Suppliers
- Government



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Presentation complete