



## Customized Internet Marketing Solutions

Your guide to **antigua.**  
Get **inspired.**

With the amazing technology we now have at our fingertips, businesses can reach out to much broader potential audiences to make solid first impressions and develop long-lasting relationships. Beyond our very active Antiguanice.com website page—seen by over 440,000 new visitors every year—we have other marketing tools that can be put to use to maximize your visibility and get your messages across to target audiences.

### Website Creation and Maintenance

We use the dynamic Wordpress platform to create websites as well as build websites using other platforms as required. Wordpress-created sites are automatically responsive, ensuring that no matter what device you use to access your website, it adjusts to fit screen size. Prices depend up complexity of the website and required functionality. See page 2 here for some examples of our work.

Contact us to discuss your requirements. We are also happy to give you advice on current website structures and upgrades and are happy to take on website update work.

If creating a website is not feasible at this time, we can make your Antiguanice.com page work as a website for you, by creating your unique domain name and pointing it at your page.

| Website Basic Costs                                    |       |
|--|-------|
| Domain registrations and renewals                      | \$55  |
| Domain name set-up and point to YOUR Antigua Nice page | \$175 |
| Basic web hosting                                      | \$350 |

### Digital Marketing Strategy

If digital marketing is something you feel you need, but you are lost in the morass of options available and need assistance in defining a workable strategy, we offer consulting to help you navigate through the options. Our initial 3-hour consultation is EC\$500, and then we can give you a proposal for creating a comprehensive strategic plan based on your unique needs.

### Private-Label E-Newsletters

If you have a good email list of customers, we can help you stay in touch with them on a regular basis to inform them of your services and events, through a Private-Label E-Newsletter. This newsletter would be custom-designed to fit your business, presenting only the information you choose to share. As first steps, our newsletter experts would work with you to develop an overall look and create your unique mailing list on the popular Mail Chimp e-newsletter platform.

We would then assist in developing article ideas and writing the copy, as well as producing the newsletter on a regular basis. For an example of our work for other clients, please click on the Sugar Beat newsletter at right.

Costs for the monthly writing and production would be based on the envisioned number and length of articles, number of photos or graphics, and the co-ordination time needed to create the publication. We can give you an estimate of this once the scope of the project is known.

Here are the basic costs involved:

| Newsletter Costs                     |             |
|--------------------------------------|-------------|
| Set up of Mailing List in Mail Chimp | \$500       |
| Design of Template                   | \$450       |
| Monthly writing & production fees    | \$895-1,500 |



## Websites designed by Antigua Nice Ltd.



Corporate site for Antigua Hotels & Tourism Association ([www.antiguahotels.org](http://www.antiguahotels.org))



Multifunctional site for Antigua Sailing Week ([www.sailingweek.com](http://www.sailingweek.com))



Corporate site for Island Living Investment Services ([www.ilis.ag](http://www.ilis.ag))



Website for Just Go Dominica ([justgodominica.com](http://justgodominica.com))



Website for Mainstay Caribbean ([mainstaycaribbean.com](http://mainstaycaribbean.com))

To arrange for a consultation or if you have questions, contact **K.C. Nash** at **(268) 726-3918** or **(268) 561-0405**, or via email at **kcnash@antiguanice.com**