



mcm net

websites • games • mobile

www.mcmnet.co.uk

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Our Key Services

Complete digital solutions

- Website design and build
- Content management systems
- Online games
- Viral marketing campaigns
- iPhone, iPad and Android apps
- Facebook / social networking apps
- Extranets and blogs

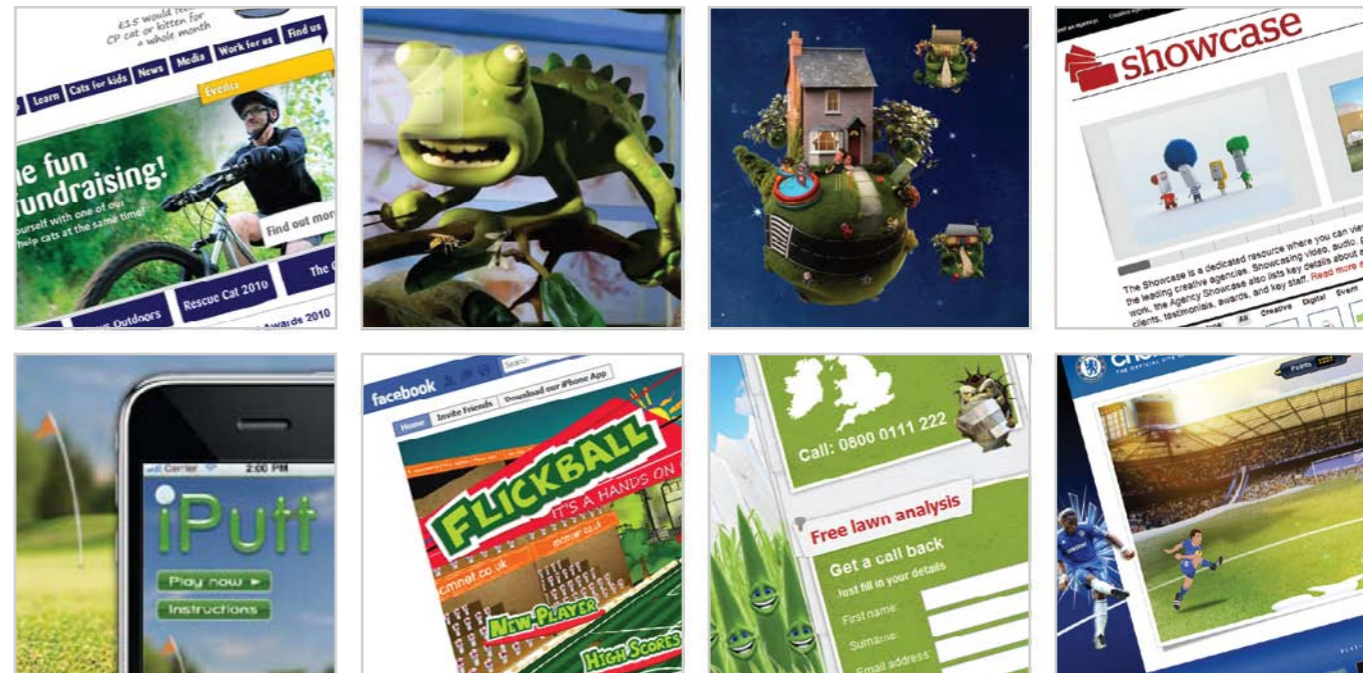
Welcome to MCM Net

We live and breathe digital

MCM Net is an award winning digital agency delivering online and mobile solutions since 1997. Our internet obsessed team have a vast wealth of knowledge of the digital industry and a passion for exceptional creative solutions.

Quite simply, we provide our clients with complete solutions that help them realise and exceed their goals. We work in partnership with you from initial advice and ideas meetings, through planning, building, managing, launching, tracking and evaluating.

So whether it's a microsite or website with content management, an online or viral game, a mobile application or a complete digital marketing campaign, please give us a call or e-mail us at info@mcmnet.co.uk. We'd love to hear from you.



Clockwise from top left: Cats Protection CMS site, Leonard Cheshire Disability viral campaign, British Gas flash training tool, Haymarket Showcase CMS site, Chelsea FC online game, GreenThumb CMS site, FlickBall iPhone, Facebook & online game, iPutt iPhone & iPad game

Website Design & Build

We make it easy

We've been creating web sites since 1997 and not only providing high quality web designs, but web solutions that really work for our clients.

Our sites are user centred, fully accessible and SEO friendly. Our team work closely together so the designers can still give your site that "wow" factor whilst the developers ensure you have a solid and easy to manage web site built to industry standards.

Our content management system enables you to manage all forms of content within your web site. The system was built completely in-house and is therefore fully flexible to meet your needs now and in the future. Essentially, we can make it do whatever you want! The majority of clients become proficient in its use in as little as 30 minutes.

For full details of our content management system please contact us for a brochure.

From initial design
and concept to final
delivery MCM Net
produce work of the
highest quality and
always put the
customer first

Paula Fox, Haymarket Group



Our Approach

Simple, logical, effective

- 1 Fully understand and research your specific needs.
- 2 Discuss available solutions with you.
- 3 Produce draft sketches, wireframes and designs.
- 4 Review and refine the drafts with you.
- 5 Proceed with the build.
- 6 Meet with you to review the first working draft.
- 7 Make final site adjustments.
- 8 Launch the website for a test period.
- 9 Implement any final amendments.
- 10 Launch the site and progress to SEO and viral marketing strategies if required.

Game Services

Engaging & addictive

- Sticky games
- Viral games, advergames & seeding
- Training games
- Multiplayer games
- Facebook & Twitter integration
- Tracking & reporting
- High score tables, competitions & prizes

Online & Viral Games

Stunning results

Here at MCM Net, we create stunning interactive games that deliver tangible results.

Whether your aim is promoting a new product or service, pushing new visitors to your website, increasing brand exposure, training your staff or simply providing your customers with something fun and engaging to do on your website, we're positive we can create something engaging, addictive and beautifully designed.

If you'd like to find out more, or would like a quote for a project you have in mind, then please get in touch with us.

MCM Net were particularly impressive in the way they sought feedback in all stages of the game creation, and delivered the project on time and on budget

David Dawson, the Samaritans



From left: Leonard Cheshire Disability viral game, Welsh Rugby viral game, HMS Belfast viral game, British Gas training game



Online & Viral Marketing You can't ignore it

Online marketing is the fastest growing advertising medium not just nationally but also globally.

Targeted and fully trackable, it gives companies successful and cost-effective results that can be measured, and provides fantastic ROI in comparison with many traditional advertising outlets which have a much shorter life-span. Here at MCM Net, we understand the importance of this growth and the opportunities it presents businesses. Without hesitation our team believe that marketing online can drive direct response and build brands.

We work across the entire range of online marketing activity, including rich media banner ads, branded online games, viral marketing campaigns, email marketing and newsletters, online brand development, interactive product demos, campaign microsites, SEO and much, much more.

The MCM Net team is truly a pleasure to work with

Donna Zeiber, PETA Foundation



Game play statistics A global success



Clockwise from top left: Chelsea FC, iPutt, Leonard Cheshire Disability, PETA.

Chelsea FC:

- 300,000 game plays

iPutt:

- Over 10 million plays since launch

PETA:

- 2 million unique plays in the first 2 months

Leonard Cheshire Disability:

- 250,000 game plays
- Two thirds were unique site visitors

Swissotel:

- ¼ million plays in the first 2 months

HMS Belfast:

- 30 x more site traffic on the day of game's release

Mobile Applications Don't get left behind

Whether you're looking to use an app as a promotional tool for your brand or if you feel you have an idea for a game or application that could generate income directly, we can help you realise your ideas.

What's more, we understand the App Stores, how it works, how the financial structure of selling an app works and can help you through the minefield of questions you're likely to have about such issues.

As well as apps, we also specialise in creating mobile-friendly websites for iPhone and other devices.

For more information on iPhone / iPad, Android and Windows apps or mobile-friendly web content then please contact us for a quote or to discuss any ideas you may have.

MCM Net quickly grasped what we wanted to achieve and made some very good suggestions along the way

Amanda Cleaver, National Society for Epilepsy



From left:

iPutt

National Society for Epilepsy

EMAP Spring Fair ROI Calculator

Scott Mills - Radio 1 DJ



Our Clients

Why not join them?

We are genuinely delighted to list some of the world's most famous brands amongst our clients, but you don't have to be a big name to work with us! We like to think we treat all clients equally and are just as responsive working for a local business as we are for the household names.

To the right is a small selection of clients we have worked for. For a full list please contact us.

They were really responsive to our feedback at every stage of development, and we were really pleased with the final product

Helen Buxton, NSPCC



Contact Us

We'd love to hear from you

Please call or e-mail us with details of your next project as we'd love to be involved.

The team are always happy to brainstorm ideas for you and give you a ballpark quote. There's no commitment.

You're also very welcome to book a time to come in and see us for a coffee and informal chat to see if we really are as nice as we say we are!

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VAT Reg. No. 697 4742 74

We'd have no hesitation in recommending them

James Blake, Cats Protection



Leonard Cheshire Disability
'Best Online Strategy'



Cats Protection Website
'Third Sector Excellence Awards'



Cats Protection website
NMA's 'Site of the Week' award

