

iWonda. Marketing

"Unify for Smarter Living"

Designed to embrace the modern way of doing business, iWonda is a digital communication platform that will enrich the lifestyle of the Caribbean diaspora.

Word of mouth amplified – iWonda is social, fun, informative, and a digital gateway to the Caribbean. Whether you're wearing the hat of a business owner, consumer, visitor or investor, you'll find great value in the product. With user reviews, targeted bi-directional marketing, e-commerce and all other modern communicating channels, iWonda will promote the ethos and commerce of the Caribbean to the world.

Our product will provide global visibility and be a microphone to echo the voices of the Caribbean people to the world.

Mission

The iWonda model will showcase the islands of the Caribbean as forward thinking in their approach to socio-economical mobility and will provide valuable insight to those seeking information around each unique culture.

Innovation is the new law of the jungle for any business seeking to remain relevant and successful. iWonda will assist the Caribbean in developing new strategies for driving profitability in a competitive global marketplace.

Our platform will:-

- provide a local search engine for finding the most creditable information
- ignite the Caribbean and put the region on a path for the future.
- increase the reach of local businesses to find and retain customers.
- showcase every business and provide valuable insight to business owners about the customers and offerings
- reward our loyal members for all contributions to the growth of the product.
- create a thriving ecommerce marketplace for business owners
- provide insights so consumers can spend their hard earn money smarter

Making you more visible

Local search: Every business, landmark, and public place of interest has a place on iWonda. Simply enter a keyword – 'doctor', 'restaurant', 'beach bar' - and the best local results are provided.

Our comprehensive GPS (Global Positioning System) will provide door-to-door directions, making it easier than ever not just to be sought out, but found.

Customer insight: According to IT research company Gartner, 74% of customers rely on social networks to guide their purchases. About 81% of consumers receive advice from friends and family about a product purchase through a social networking site. Imagine the richness this data will bring to every business.

Customer reviews (good and bad) carry more credibility than even the best product description. Using the collective intelligence of the iWonda community, consumer feedback will give every business authentic and sincere endorsements. Reviews also provide businesses with priceless data about the needs and concerns of their customers.

We know that a negative review can be a huge concern for any businesses and such feedback cannot always be controlled by a business owner's. However, business owner's should see this as an opportunity to step into the conversation, and turn a potential threat into a marketing asset. iWonda will help manage the review process to negate the tarnishing of a business reputation from malicious behaviour.

Our Loyalty Program: Because we believe that our members are also owners of our product, iWonda will be offering what we have coined "wonda-Credits". These credits can be earned and redeemed in a number of different ways.

You'll benefit from the power of digital marketing: As a business owner, you will have a totally FREE canvas to promote your products and services to local customers, visitors, holidaymakers, and potential international investors.

The iWonda platform will increase business marketing capability using targeted and modern advertising pricing models. You set your advertising budgets, and are given full control.

The internet is vast, and iWonda provides the perfect opportunity for you to focus on specific and localised opportunities, in order to reach out to your demographic and target market(s).

How iWonda will help you with your business goals

Standing out from the competition in this difficult economy and aggressive market means you have to think differently, and target only the best potential customers. But first you have to figure out who they are, where they are, how your goods and services will benefit them... this can be time-consuming and complex.

Whatever your vision and your goals, we'll help you set up the digital marketing campaigns that will get your business where you want it to be.

Motivating Insight

The value of social media and 'digital marketing'

Social networking sites like Facebook, Twitter, Pinterest, YouTube, Google+ and LinkedIn will reveal that thousands of Caribbean people are online, and engaged with technology on a daily basis. These sites, along with podcasting, blogging and review sites has transformed the way we interact, share and gather information.

Online commerce has opened up a whole new market place and has placed the steering wheel into the hands of the consumer creating a host of never before opportunities and options. As the voice of the consumer continues to grow more powerful and recognized, they are demanding more value for their hard-earned money; their loyalty and trust in brands is hard-won. Social feedback will heavily influence brands through all of these rapid modern communication channels.

The future

The iWonda team is constantly evolving their ideas and moving forward with the pace of changing technology. We will introduce a number of new features from market leading content, our soon to be launched iWonda app, mobile initiatives and partnerships offering consumers even greater rewards.

Contact Details

Don't be shy in reaching out should you have any questions or comments.

marketing@iwonda.bb

iWonda Marketing Inc.

Staple Grove Cottage, Christ Church, BB14028
Barbados

Tel: [1.246.271.1180](tel:12462711180)

Toll-Free: [1.800.774.8152](tel:18007748152)

We look forward to serving you.

- the iWonda team -