



federatie van webbedrijven

fédération des métiers du web

## BEDRIJVENZOEKER – ANNUAIRE DES PRESTATAIRES

### Glossary

#### **application development & integration**

development & integration of functional or technical complex applications (crm, erp, intra/extranet, mobile, egov, decision support systems, integration with on/offline back office applications)

#### **consultancy & coaching**

business modelling; growth & digital strategy development; conceptual, functional and technical (platform, infrastructure, coding language, etc) analysis; planning & project management; digital marketing & e-commerce coaching

#### **content & conversation marketing**

development & implementation of content marketing & conversation strategies as well as companies specialised in copywriting and translation

#### **data storage & security**

data centers, cloud providers, security services

#### **design, UX & usability**

web design, user experience, usability, accessibility, testing

#### **digital strategy & campaigns**

development & implementation of branding & performance marketing strategies; creative and technical development and digital marketing campaigns

#### **e-fulfillment & logistics**

solutions for fulfillment & logistics (e-commerce,...)

#### **education & training**

schools, high schools, universities; public and private training on development, marketing and entrepreneurship

#### **game development**

development of all kinds of online games, including mobile, Indie, serious & educational games

#### **hard & software provider**

providers of hard & software for agencies, including SaaS products

#### **hosting & domain names**

solutions for web hosting and domain name registrars

#### **legal & business services**

legal advice on digital and entrepreneurial issues; other business services

#### **marketing automation & crm**

tools & software to automate database management, targeting & segmentation through online channels

#### **monitoring & analytics**

marketing & technical performance monitoring & analysis of (big) data

#### **online payments & invoicing**

applications for online & mobile payments; e-invoicing

#### **performance & conversion marketing**

development & implementation of performance marketing strategies: focus on conversion through lead generation, sales,..., using SEO, SEA, display advertising, e-mail, affiliate marketing,...

#### **research & business intelligence**

data collection & analysis for research purposes; data management & analysis

#### **website, webshop & app building**

development of websites/webshops and digital/mobile applications